

**KRAFT**

SUCCESS

The Customer:

J.L. Kraft started selling cheese in Chicago from a horse drawn wagon in 1903. Since then, for more than 100 years, Kraft has been supplying customers with delicious and wholesome foods that fit the way they live. With net revenues of \$34 billion, Kraft Foods Inc. is one of the world's largest food and beverage companies. Headquartered in Northfield, Illinois, Kraft has operations in 72 countries worldwide with over 104,000 employees. With 191 manufacturing and processing facilities and sales in 155 countries, Kraft markets many of the world's leading food brands. They have 7 brands with revenues of \$1 billion and 50 brands with revenues of \$100 million. More than 40 of their brands are over 100 years old, and Kraft products can be found in over 99% of American homes. Kraft has one of the largest and most powerful sales forces in the food industry. In the United States, they are piloting a new sales initiative to give store managers a single point of contact for Kraft. This will create more opportunities to showcase the products consumers want and ensure they're always in stock. Internationally, Kraft is also expanding its distribution reach in developing countries where there is rapidly growing demand.

The Solution:

A Corporation the size of Kraft shares the common challenges any business is presented with, but typically on a grander scale. One specific area of concern in Kraft's Michigan plant was the handling of employee absenteeism. With a large workforce and the guidelines and restrictions of a Union Shop, Kraft chose to automate the notification and reporting of employee absenteeism. Employing Computer Instruments e-IVR Form Filler, a self-service solution was established by which employees could call in and notify plant management that they would not be able to work that day and the reason why. This information is passed on to the appropriate Foreman and accessed on-screen, allowing the Foreman real-time notice of employee attendance.

When an employee dials in to the system, they are presented with a series of prompts that guides them through the process, including a list of reasons for the absence from which they can choose. This information is documented and passed along, permitting Kraft to keep an updated handle on their day to day attendance issues. All this is done in an efficient automated fashion, requiring no labor and ensuring accurate documentation and record keeping, as well as alerting Kraft's management of any significant workforce shortages that they need to address.

Kraft strives to make sustainable practices part of every business decision. Sustainability is about preserving the planet -- land, air, water and people. From "big picture" issues like climate change driven by greenhouse gases, to local issues like coffee and cocoa farmers earning a decent wage, Kraft is finding ways to have positive impacts on the world. This involvement in sustainable practices is not new. What is new is an increased emphasis across the organization to include sustainability as a business strategy. Kraft's responsibilities to employees, suppliers, retail customers, consumers and shareholders mean that sustainability efforts will help better manage costs, deliver operational savings, and drive growth. The goal is to reduce environmental impact, maximize utilization of natural resources, and to enhance the communities they source commodities from and do business in. In 1903, Kraft was part of a single community. That was Chicago, and J.L. Kraft had just started selling cheese to local grocers from his horse-drawn wagon. Today, Kraft is part of hundreds of communities around the world, and they're making a difference, one community at a time. Through its worldwide Kraft Cares charitable giving program, they support organizations that promote health and wellness in the communities where they live and do business. They focus on fighting hunger, encouraging healthy lifestyles among children and supporting local community projects. And when disaster strikes, Kraft also sends food, donates money and volunteers time to help those who need it the most. Each year, Kraft gives more than \$80 million in food and financial donations.



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