



## Cadbury Schweppes Consumer Goods

Cadbury Schweppes is the world's largest confectionery company. With origins stretching back over 200 years, today Cadbury Schweppes' products - which include brands such as Cadbury, Schweppes, Halls, Trident, Dr Pepper, Snapple, Trebor, Dentyne, Bubblicious and Bassett - are enjoyed in almost every country around the world. The Group employs over 70,000 people.

Cadbury Schweppes business strategy is focused on driving growth, efficiency and capability. Core global processes have been developed to enable this focus and drive consistency. One component of this efficiency drive was based around performance management; the company subsequently moved this core people process to a technology solution.

### Headquarters

London, UK

### Number of Employees

70,000

### Annual Revenue

2006, £7,427m

### SuccessFactors Solution

Performance Management  
Goal Management

[www.cadburyschweppes.com](http://www.cadburyschweppes.com)

## Business Drivers

The goals of moving to online Performance Management processes were:

- Ensure one global consistent process and use technology to speed up and streamline activity
- Emphasise quality performance and development conversations to drive colleague engagement; de-emphasise form filling
- Promote the alignment and cascade of objectives with clear linkage to business goals
- Enable performance management as a year round activity with 'living' documentation
- Facilitate better tracking and monitoring for compliance needs.

## Why SuccessFactors?

Cadbury Schweppes chose SuccessFactors because it could provide a solution in multiple languages with a short project timeline and had additional capability in other people processes which could be added at a later date.

- SuccessFactors solution enabled rollout in 10 languages covering 96% of the target audience
- SuccessFactors solution provided a swift timeline to global implementation and roll-out
- SuccessFactors solution allowed the core essence of the Cadbury Schweppes process to be maintained and to generate a company 'look and feel' to the system
- The modular nature of the technology will allow further development bringing all people processes into a single system.

## Business Results/Goals

Around 11,000 colleagues across Asia Pacific, the Americas & Europe are actively using the new system in 10 languages and more languages and colleagues are being planned for. The system is supporting the communication and cascade of corporate goals and ensuring individuals' objectives are aligned to company performance targets. Other results include:

- Increased focus on development discussions with colleagues, building commitment and engagement
- Consistent application of global performance ratings
- Easy reporting and analysis to enable decision making and support compliance needs.

*"Our goals to simplify our performance management process, embed the global standards and reduce administration have been achieved. We can now focus on deriving more value from the performance management activities of feedback, coaching and development without having to worry about the mechanics of the process."*

**Julia Freeman, People Capability & Process Director**

## SuccessFactors: A Superior Choice

SuccessFactors supports organisations in achieving their objectives of rapidly aligning, developing, motivating, and rewarding their workforces.

This is achieved through the delivery of world-class applications that drive organisational alignment, workforce performance, and bottom line business results; to the complete satisfaction of all customers.