

SAP SuccessFactors 



Brookshire Grocery Company: Saving Big through Digital Training with SAP® SuccessFactors® Solutions

To remain relevant in the fiercely competitive grocery market, Brookshire Grocery Company (BGC) relies on highly-trained staff to deliver stellar customer service. But how could the company raise employee skills while keeping costs low? With the SAP® SuccessFactors® Learning solution, BGC can deliver high-quality training and save money in the process.





Executive overview

Company

Brookshire Grocery Company

Headquarters

Tyler, Texas

Industry

Retail – groceries

Products and Services

Groceries, fresh food, prepared food, and pharmaceuticals

Employees

14,500

Revenue

US\$2.5 billion

Web Site

www.brookshires.com

Partner

3D Results

www.3dresults.com

BUSINESS TRANSFORMATION

Objectives

- Stay competitive in a shrinking grocery market
- Deliver top-quality, cost-effective employee training
- Ensure staff training complies with a wide range of industry regulations
- Engage, develop, and retain talent to secure the workforce of tomorrow

Resolution

- Implemented the SAP® SuccessFactors® Learning solution and the SAP Jam™ social software platform
- Worked with SAP and 3D Results to roll out Learn, an online training center based on SAP SuccessFactors Learning
- Introduced targeted training sessions for key roles
- Digitized previously paper-based compliance processes

Benefits

- Improved learning and development offerings with convenient, engaging, and effective e-courses
- Achieved huge cost savings by turning instructor-led classroom courses into online sessions
- Enabled accurate tracking of course attendance and completion

Read more ►

“SAP SuccessFactors Learning enables us to deliver more convenient, engaging employee training at a fraction of the cost of traditional methods.”

Ginger McCullough, Vice President of Training and Change Management, Brookshire Grocery Company

>\$200,000

Saved by turning six classroom courses into e-courses

1.4 million

Training courses completed using SAP SuccessFactors Learning since it was introduced four years ago

800%

Increase in the number of 'degrees' awarded to employees for high achievement

6 weeks

To train 600 new employees at 25 new stores

Executive overview

Company objectives

Resolution

Business transformation

Future plans

Superior customer service to stay ahead of the competition

Brookshire Grocery Company (BGC) is a Texas-based regional food chain that has been providing families with quality foods since 1928. BGC currently operates more than 175 store locations under the banners of Brookshire's Food Stores, Super 1 Foods Stores, Spring Market, and FRESH by Brookshire's.

The United States grocery market is changing fast. In recent years, many new players have burst onto the scene, making a bid for traditional grocery retailers' business.

Ginger McCullough, vice president of training and change management at BGC, says, "These days, it's not just supermarkets and convenience stores that sell food; you can pick up groceries at pharmacies and dollar stores. To stay competitive in a shrinking market, we need to offer the best possible customer service – without breaking the bank."

Key to delivering excellent customer service is well-trained staff, as Amy Bell-Castillo, training and change manager at BGC, notes. "Whether it's customer-facing retail roles like cashiers and store assistants, or behind-the-scenes food safety, management, and logistics roles, we need to equip all employees with the skills they need to do their jobs and comply with industry regulations. Staff with the right knowledge and skills are more productive and provide consistently better service to customers. What's more, they are much more likely to stay with the company."

Previously, BGC delivered all employee training through classroom-based courses, resulting in high instructor and travel costs. Recognizing that its training processes no longer delivered the best value for the money, BGC wanted to take advantage of digital learning and development programs.



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A comprehensive digital learning platform

Keen to cut the costs and boost the efficiency of critical employee training, BGC evaluated a range of e-learning options before selecting the SAP® SuccessFactors® Learning solution.

McCullough recalls, “We chose SAP SuccessFactors Learning not only because it met all of our technical requirements and offered a superior end-user experience, but because of the people. We were really blown away by the responsiveness of the SAP team – they are always so quick to answer questions and happy to help.”

Working with technology partner 3D Results, BGC implemented SAP SuccessFactors Learning along with the SAP Jam™ social software platform, as the foundation for its new digital training platform – Learn.

McCullough continues, “Together, we were able to quickly roll out Learn across the company and make big changes to our training processes. We use SAP

SuccessFactors Learning in every way possible, delivering e-courses, study guides, and quizzes to support employee training. So far, we have replaced six classroom courses with e-courses delivered via Learn and are currently in the process of developing numerous training requests from the business and converting them into e-courses.”

Not all of BGC’s training programs can be delivered through Learn, however. Employees are required by law to attend food safety classes in person – but that hasn’t stopped BGC from taking advantage of SAP SuccessFactors Learning to improve processes.

“We still use Learn to log class attendance, even when the course isn’t delivered through the platform,” says McCullough. “We love that SAP SuccessFactors Learning enables us to keep on top of course completions and prove compliance with industry regulations.”



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Fast and efficient training that reduces churn and cuts costs

With SAP SuccessFactors Learning in place, BGC can deliver top-notch training to employees while keeping learning and development costs firmly under control.

McCullough remarks, “We were able to start showing a financial return on the SAP SuccessFactors solution almost immediately. By replacing six classroom-based courses with e-courses, we have already saved over \$200,000 in instructor and travel costs.”

Classroom courses that used to take an hour are now delivered in shorter, more manageable modules – some as short as five minutes – giving employees all the information they need in a much more engaging way.

Bell-Castillo confirms, “With the support of Learn, we were able to get 600 new employees onboarded, trained, and running 25 new stores in just six weeks – a remarkable achievement. Instead sending staff

here, there, and everywhere to attend different classes and training sessions, they can complete e-courses via Learn when it suits them best. We are able to track everybody’s attendance and results very easily, which makes coordinating the final classroom-based food safety lessons easier.”

McCullough adds, “We really appreciate being able to document and track all employee training via Learn, as it means we can prove compliance during audits and external assessments.”

BGC has also developed a specialized course specifically aimed at grocery store management – a traditionally high-turnover role. “Learn has enabled us to track critical courses and the completion of courses to manage the development of managers,” says McCullough. “By providing extra support to those in this critical role, we’re hoping to improve job satisfaction and significantly reduce churn.”



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