

Peopleclick Authoria Case Study: Cadbury Schweppes Finds a Sweet Solution for its Affirmative Action Planning Needs

Peopleclick Authoria CAAMS® Streamlines Reporting Processes and Empowers Management

Cadbury Schweppes at a Glance

INDUSTRY:
Consumer Packaged Goods

HEADQUARTERS:
United Kingdom

EMPLOYEES: 17,000

GOAL:
To streamline Cadbury Schweppes' AAP reporting processes while providing management decision support and increased communication around diversity initiatives.

THE SOLUTION:
Peopleclick Authoria CAAMS®

SOLUTION DESCRIPTION:
Peopleclick Authoria CAAMS is an enterprise level, client-server application that lets you create all your AAP reports at the same time with one calculation and one import of data. CAAMS does the analyses and produces complete and accurate reports that are guaranteed technically compliant. It also provides the reports and graphs that help you proactively monitor compliance and measure progress toward your goals.

The Challenge

Cadbury Schweppes, one of the largest international beverage and confectionary companies, manages a diverse product portfolio with some of the world's most recognizable consumer packaged goods including Cadbury chocolates, Dr Pepper, 7Up, Snapple, Dentyne and Trident.

When Ilyce Eley, compliance specialist for Cadbury Schweppes joined the company, she quickly identified a number of ways to improve the affirmative action program. She found inefficiencies in the affirmative action plan reporting processes and a lack of communication and decision support for the management team around the company's diversity initiatives.

And so began the search for a scalable software system that could not only handle a large and ever growing volume of data for AAP and other government required reports, but also one that could make that information relevant to the managers enabling them to really make a difference in the company's affirmative action and diversity initiatives.

Said Eley, "Our company has grown with recent acquisitions and the needs of our business are ever-changing, so I wanted to help build a talent base that will grow with us. With Cadbury's strong commitment to a diverse workforce, we have a team that is not only dedicated to the great products we have, but to the overall community as well."

The Solution

That search ended with Peopleclick Authoria and its CAAMS® system, which allows Cadbury Schweppes to automate and simplify its AA plan preparation and monitoring with a standardized process. CAAMS automates the completion of affirmative action reports with one calculation and only one import of data. It also provides reports and graphs that help the company proactively monitor compliance and measure progress toward its goals.

For Cadbury Schweppes, however, the decision was about more than just AA plan preparation. Peopleclick Authoria stood apart from other vendors for its leadership within the market, comprehensive reporting capabilities, consultative support and strong commitment to the diversity community.

"Peopleclick Authoria offers so much more than efficient, accurate reporting. They are partnering with their clients and helping them make better decisions to make us better employers. It's not just about the automation and reporting, it's about the relationship."

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*— Ilyce Eley, Compliance Specialist
Cadbury Schweppes*

The Results

Since implementing CAAMS, Cadbury Schweppes has been able to further develop its strategies for diversity and compliance. With new acquisitions and multiple locations, CAAMS allows Cadbury Schweppes to store all of its information in one place and serves as an easily accessible reference to the company’s affirmative action data.

Faster reporting capabilities enable the compliance team to educate managers, better describing their goals and responsibilities. It also gives the team specific outreach ideas to enhance the good faith efforts of the organization.

Even more important for Cadbury Schweppes, the system functions as a decision support tool, enabling managers to make better and more informed choices about the company’s employees, their career paths and growth within the organization. When it comes to affirmative action planning and equal employment opportunities, the tool highlights any gaps and gives the team a better idea of areas in need of improvement.

“Peopleclick Authoria gives us an opportunity to provide our managers with an even better understanding of our organization, which in turn helps them make better decisions about our employees,” said Eley.

“Cadbury Schweppes has truly seized the opportunity to take their compliance program to a strategic level and they are committed to implementing systems and processes that deliver meaningful business improvements,” said Randy Jesberg, Peopleclick Authoria senior vice president and general manager of affirmative action solutions. “This kind of commitment to community and diversity has long proven to be the cornerstone of building the strongest and most competitive organizations.”

With Peopleclick Authoria, Cadbury Schweppes has completely revamped its reporting processes, improved its affirmative action planning capabilities and empowered managers with the actionable information they need to make important equal opportunity decisions.

For more information on Peopleclick Authoria and its market-leading total workforce acquisition technology, visit www.Peopleclick Authoria.com.

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