

Easy learning for the modern era.

Kraft Heinz

Client/Location

The Kraft Heinz Company/
Pittsburgh, PA and Chicago, IL

Project

Training customer service
and logistics staff on how to
perform at optimal level

Highlights

- Converted instructor-led training to eLearning and linked performance support documents, which were made available on the client's intranet
- Created interactive eLearning courses, and custom graphics and design elements, to give the material a modern aesthetic



Mastech Digital is a certified minority supplier with the National Minority Supplier Development Council.

Multinational food manufacturer required immediate assistance for an intranet training project

Client Challenge

For the last ten years, Mastech Digital has provided training and performance support for Customer Service personnel at The Kraft Heinz Company. Customer Service Coordinators (CSCs) number about 600 and are located in five area service centers throughout the United States. CSCs use a variety of systems to enter, track, and adjust customer orders. Training and performance support originally consisted of several weeks of instructor-led training that was supported by paper-based manuals and PowerPoint presentations.

Mastech Digital Solution

The decision was made to convert all information to a web-based format to provide expanded access and improved ease of maintenance. Initially, this conversion was believed to be a purely technical solution that could be accomplished through the use of a custom-developed conversion program. However, since Mastech Digital had produced the original material, we were asked to participate in the conversion project.

Converting hyperlinked materials to a web-based environment required substantial redesign and reformatting. When the purely automated technical solution proved elusive, Mastech Digital's instructional designers and programmers were asked to complete the project. In addition, Mastech Digital's graphic artists created new graphics and other design elements that gave the old material a modern World Wide Web look and feel.

Outcomes

The response has been extremely positive, especially from clients at corporate headquarters who have become regular visitors to the site. They use the Intranet to instantly find answers to questions that previously took hours, or even days, to answer.

The site includes:

- Over 10 interactive eLearning courses with audio, animation, and activities
- An online reference with over 25,000 richly-linked pages
- Informational sites for the five area customer service centers
- Repository for business presentations

Mastech Digital continues to provide support for this client through a strategic alliance. This includes routine reviews of the site for content relevancy, functionality, and layout, as well as the development of new content.