

## Crafting Global Success



# Kraft Heinz

## Multinational food manufacturer required immediate assistance for a global training project

### 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

- Established a long-term, on-site core team, sourced, screened, staffed, and managed by Mastech Digital
- Attained goals to meet strategic company objectives
- Designed nearly 200 training courses, in addition to various other learning solutions
- Created a measurement and evaluation database, which streamlined training processes and reduced maintenance costs



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

### Client Challenge

The Customer Service and Logistics (CS&L) function within The Kraft Heinz Company was undergoing globalization, which created ongoing challenges to deliver effective training to a global audience. Training was being designed and written by field experts who, while well-versed in both the systems and business processes, lacked an understanding of how to organize, write, and present content. With extreme demands for their time and the need to focus on implementation and support activities, these subject matter experts struggled to meet the training needs of the organization.

Absent a centralized training function, CS&L leadership sought the help of external experts to remedy the situation, improve performance, and help drive the organization forward.

### Mastech Digital Solution

Mastech Digital recognized that rapid expansion of this company's global training audiences required a dedicated team to address performance gaps, create new training solutions, and provide ongoing support for strategic initiatives.

To define terms of the engagement, a partnership was established between Mastech Digital and the client. The alliance established a long-term, on-site core team that was sourced, screened, identified, staffed and managed by Mastech Digital.

The new learning function consisted of seven long-term Mastech Digital consultants, most with Master's degrees. Specific roles within the core team included:

- Senior Instructional Design Project Manager
- Project Leader/Instructional Designer
- 3 Instructional Designer/Developers
- Graphic Artist/Web Designer
- Technical Developer

At the strategic level, Mastech Digital consultants ensured alignment of department activities and focus on the right things at the right time by partnering with senior management and functional managers. Mastech Digital Project Managers facilitated quarterly forums to identify priorities and challenges, and to establish both a budget and a plan for delivering on the needs of the CS&L function. Mastech Digital Project Managers then established goals aligned with strategic initiatives, secured agreement on priorities, and obtained commitment for projects.

At the tactical level, the consultant team responded to ongoing project requests, support activities, and maintenance needs. Instructional design and development was the core competency of the group, but influence extended into the areas of logo design, promotional materials, and classroom facilitation. Mastech Digital consultants collaborated with internal and external clients, establishing far-reaching relationships, cultivating productivity, and driving performance.

Following learning and performance support best practices, Mastech Digital consultants developed 100+ eLearning courses, 70+ blended and instructor-led training courses, as well as numerous web-based database solutions, system documentation for upwards of 20 systems, and print and web-based promotional materials.

### Outcomes

The Mastech Digital consultant team fulfilled all global field training and development responsibilities while also assisting in the professional development of headquarter employees. The group propelled the organization forward by orchestrating long-range training strategies, creating highly technical and cutting-edge performance solutions, and defining and closing performance gaps.

Beyond the original scope of the agreement, the Mastech Digital team established evaluation metrics and was wholly responsible for implementing a large-scale measurement and evaluation database. This database became instrumental in increasing training visibility and was directly responsible for increased metrics and reporting. Reduced maintenance was also identified as a key performance indicator. By developing new models allowing for client control of content and streamlined processes for updating materials, Mastech Digital consultants realized a 32% decrease in maintenance activities over a three-year period.

Under the client's strategic direction, and following a partnership business model, the Mastech Digital team was continually recognized for improving performance, increasing employee competencies, and addressing performance needs.

Mastech Digital provides IT associates in digital and mainstream technologies, and Digital Transformation Services around Data Management & Analytics, Salesforce, SAP HANA, and Digital Learning Services. Mastech Digital is listed on the NYSE under the symbol MHH.

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