

A woman with dark hair, wearing a white lab coat and a white hairnet, is smiling at the camera. She is standing in a food processing facility, with yellow plastic crates stacked in the background and a blue crate in the foreground. A scale is visible on a table to her right. The text "Deep-Dive «My Virtual Coach» Hack Case Bell Food Group" is overlaid in white on the image.

Deep-Dive «My Virtual Coach» Hack Case Bell Food Group

March 22, 2023

Sven Friedli, CIO Bell Food Group

**BELL
FOOD
GROUP**





Bell Food Group at a glance

Our Products

1



Our Brands



3

**BELL
FOOD
GROUP**

OO
O

LEADING IN FOOD

*Joyful, competent and
responsible* – our objective is
to be one of the leading food
companies in Europe.

2

Our Locations



Our Missions

We shape the future.

We love the
good things.

We take responsibility.

4



Our employees are our greatest asset!

"Healthy and happy employees are good employees"

This guiding principle is very important to us - a sustainable company that operates throughout Europe.

There is a lot of change in today's VUCA world. Everything is changing, there is a lot of hustle and bustle and influencing factors from all sides.

As an employer, we are obliged to fulfil our responsibility towards our employees in this environment. The difficulty in our group lies on the one hand in the geographical expansion and on the other hand in the variety of multiple locations and cultures on the other hand. A great deal of coordination is required to do justice to all people and their health and well-being needs.





Diversity at Bell Food Group

13'000
employees of
106
nationalities

38%
of all employees
are
women

4 generations
work together at
Bell Food Group

150
apprentices in
40
professions

67%
full-time
33%
part-time

19%
are less than **30 years** old
29%
are over **50 years** old

Employees per Division:

Bell Switzerland: **>3'600**
Bell International: **>3'600**
Eisberg: **>1'900**

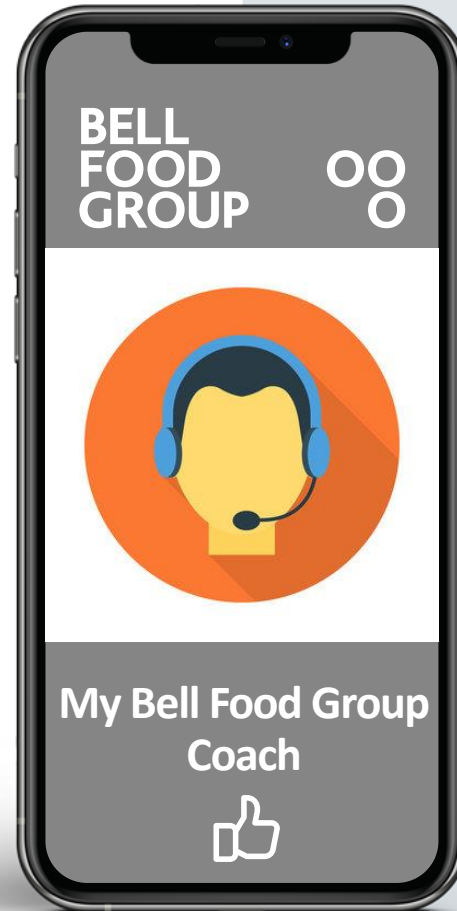
Hilcona: **>1'800**
Hügli: **>1'600**



The goal of our challenge “The Bell Food Group Virtual Coach»

Virtual coach as a companion for our employees

This coach should be a daily companion for everyday life which can be used during work or leisure time.



Function 1: Vital-Mentor

Employees receive support in the areas described above, suggestions, advice and assistance. This should be implemented as counselling, coaching or general support with knowledge, experience, etc.

Function 2: Persona-Sim / Avatar

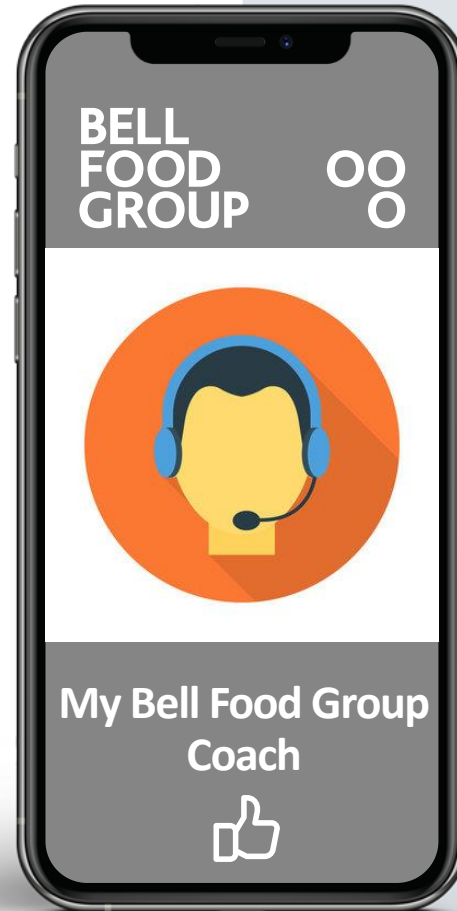
The avatar reacts to the behavior, interactions and inputs of the employees and simulates the result. It shows the behavior directly as a reflection and changes based on the behavior, input and interactions with other people. "What if" questions should also be asked and simulated.



The goal of our challenge “The Bell Food Group Virtual Coach»

Two dimensions should be considered in the solution

We expect a virtual coach as a companion for our employees. It is important to note that we have employees in the administration as well as in the production environment.



Dimension 1: Personal

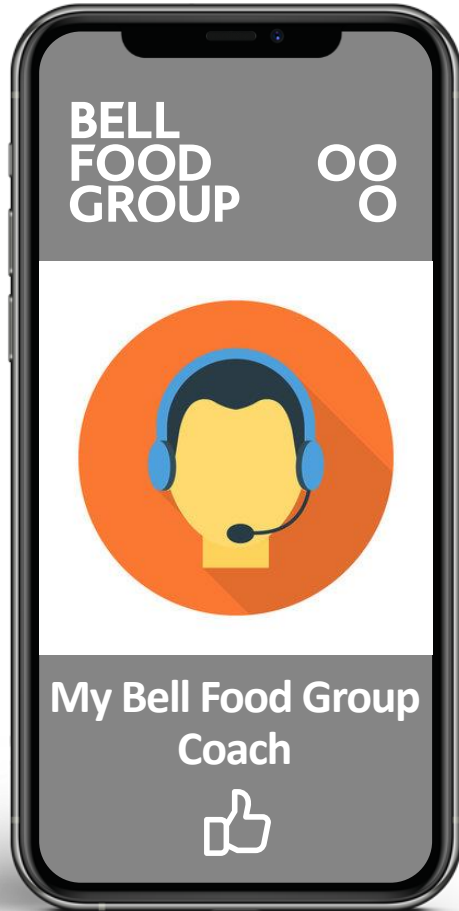
The focus lies on the personal perspective with its own benefits and further development for the individual. The utilization should be designed in such a way that it constantly motivates the user with various challenges and playful elements. The learning factor should not be neglected either.

Dimension 2: Social

The social aspect between employees must also be considered and is very important. It should be possible to interact and exchange ideas with other employees. What this mutual interaction between employees should look like is totally up to you and is not predetermined.



Possible Use-Cases



We would like to support our employees in the following factors wherever possible:

- health
- nutrition
- exercise
- well-being
- work place design
- resilience
- mindfulness
- social interactions
- and much more

Your creativity is desired! We will be happy to work out further solution ideas/use cases with you during the event!



8. – 11. August 2024

**Win a long weekend in Budapest for
the whole team, visit our factory and
enjoy the extraordinary ambience at
the Sziget Festival!**





Do you have any questions?