



EPTURA CUSTOMER STORY

Kellogg's

A multinational food manufacturer partnered with Eptura to quickly implement a post-pandemic return to office solution across ten offices.



Key results

2,000

Employees feel safe returning to the office

10

Global offices using the solution

50/50

Split of web and mobile app usage

The client

Kellogg's is one of the world's biggest food companies and is the owner of household names like Corn Flakes, Pop-Tarts and Pringles.

Founded in the US state of Michigan as the Battle Creek Toasted Corn Flake Company in 1906, it has expanded to become a cereal and convenience food giant that makes and sells its products in more than **180 countries**. Its European operations are spread across **10 offices** and employ around **2000 people**.



The challenge

The workforce of Kellogg's was suddenly forced into remote working in early 2020 due to the restrictions put in place to respond to COVID-19. As those restrictions were gradually eased over the summer, Kellogg's needed to find a way to bring staff back into office working, in a way that maintained business operations but did not compromise employee health or well-being.

Kellogg's were seeking a workspace booking solution that would give their employees full flexibility over their working arrangements. Ideally, employees could continue to work from home if they wanted but would have the facilities readily available to work from the office if required. Importantly, Kellogg's were looking for a fast implementation to meet a reopening date commitment that the management had made to the workforce.



2,000

Kellogg's employees



10

Offices required a solution



We needed to be able to ramp up **quickly** and manage the process as fast as possible: ideally in around four weeks so we could **honour** the commitment we had made to the offices.



Gerry Conchar, Global Delivery Lead, Kellogg's

The solution

Kellogg's turned to Eptura as, in its view, the only provider that could implement an integrated workspace booking solution within the desired timeframe. Initially, a pilot scheme was conducted for 60 employees at its facility in Manchester, UK, and after its success, the solution was rolled out to all ten offices.

Within the workspace booking system, employees were able to reserve workstations in the office in advance, for the days and times which they needed them for. This runs across the web and a mobile app, with the usage of the two options, split approximately 50/50 across the Kellogg's workforce. The solution has each office's floor plan mapped out with reduced capacities for social distancing taken into account, with the ability to vary arrangements and responses to suit each individual site.

With offices spread across different countries, each office was subject to its own rules and restrictions. The flexibility of the solution allowed Kellogg's to respond to these differences and make changes as governments adjusted regulations on an ongoing basis.

Products used



Desk booking



“ Everything else we looked at was either a beta product or was being developed for a different industry. Condeco was the **perfect fit**: an **established** product that had the market traction, and we could get it in **quickly**. That was the bottom line. ”

Gerry Conchar, Global Delivery Lead, Kellogg's

The results

The solution has helped Kellogg's put a flexible work policy into place that has been very well-received by the workforce. As well as inspiring confidence among employees that they can work from offices safely, it has made them feel that they can be productive when they attend, to the extent that the majority of staff have continued to work from the office.

At two particular offices, in Paris, France and Hamburg, Germany, Kellogg's reduced its workstation capacity to 50 percent, only to find that demand exceeded supply and more employees wanted to return to the office than were desks available. Not only did this give Kellogg's confidence that employees were happy with the new arrangements, but it gave them valuable data on reshaping their office designs in the future to match demand.

From Kellogg's perspective, the information within the workspace booking system has helped underpin their COVID-19 response, in terms of any incident reporting or management requirements upon them should an employee become infected or show symptoms. They have reported positive feedback from employees at every stage of the user lifecycle, from experienced employees to new recruits. They are evaluating how analytics can help them manage office occupancy better in the future.

The success of the implementation is such that it has led Kellogg's to not only consider rolling out the solution to its offices around the world but also to consider how working arrangements and real estate can be reshaped long-term.



“ The ten offices that have got the system find it very **useful** and without a doubt, it is an **integral** part of our back-to-office protocol. And from a Condeco team perspective, the project and implementation team were very **supportive**. ”

Gerry Conchar, Global Delivery Lead, Kellogg's

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