



Case Study – Global Food Distribution Company

Background

The Global Food Distribution Company is an international producer and marketer of food, agricultural, financial and industrial products and services. This privately held company employs 159,000 people in 68 countries. Since November 2007, a leading software company has been working with the Global Food Distribution Company on a number of projects including its global drive for working capital improvement.

The task at hand

In December 2007, this leading software company asked Luminous to tackle the design of and full training of their product across all divisions in both the United Kingdom and The Netherlands. This involved 100 people and all prior PR campaigns to introduce the change to the staff as well work with key staff members to ensure they are brought on board prior to the implementation.

Results

Between January 2008 and March 2008, the following was achieved:

- Luminous worked with 12 "super users" within the Global Food Distribution company and trained them up to support the rest of the company post implementation
- Luminous worked with the more resistant members of the teams to bring them on board and facilitate the change to be taking place
- Luminous designed all the training for the roll out, including documentation, demo CD's, look-up cards, support network and designed all the PR material, including posters, balloons, webcasts, the internal website and support collateral
- Luminous worked with the PR department and project team in-house to promote the new product internally prior to rollout
- Luminous trained 100 users. 98% of the feedback was either 'exceptional' or 'extremely good'
- Luminous trained up two trainers to take over and designed a whole program for the people who struggled a bit to do self study and analysis
- It was reported that for the first month after implementation, they had zero support calls which for them was completely unheard of in an implementation of this magnitude. The support overheads on the project post implementation is still below all other projects combined