

e-review™**Pepsi Bottling Group - A Case Study****The Company**

The Pepsi Bottling Group is the world's largest manufacturer, seller, and distributor of Pepsi-Cola beverages. With approximately 10,000 salaried employees nationwide, PBG generates \$8.5 billion in annual sales, which accounts for more than one-half of the Pepsi-Cola beverages sold in the United States. Because of its world-class marketing programs and sound business strategies, PBG is recognized as the elite organization in its' respective industry.

Business Situation

To compliment their strong focus on superior sales execution, customer service, and operational excellence, PBG sought a Performance Management system that could effectively measure the contributions of their employees in relation to their organizational goals. PBG conducts an annual "Focal-Point," or simultaneous review process, for all of its salaried employees. In the past, PBG addressed this yearly process with a desktop software deployment. Collaboration and aggregation were managed using e-mails and file exchanges.

The Solution

PBG sought a web-based, centralized system as the answer, and "e-review" was chosen as the solution that most effectively addressed their requirements. Important to PBG was a solution that required a low investment in preparation and implementation. "e-review" excelled in this aspect.

Link consultants assisted in the arrangement of a suitable hosting environment, and with the integration of PBG's employee data. Once this was completed, the system was ready to operate. It was then that the management and employees of PBG experienced the true value and power of the "e-review" system. The self-organizing capabilities allowed all the participants to easily define the necessary workflow relationships, without the administrative effort typical of other centralized solutions. HR designates were immediately able to monitor the process and lend assistance where necessary.

PBG leveraged additional value from "e-review's" Salary Planning and People Planning features. "e-review" provided to PBG a more effective mechanism for monitoring salary increases as well as the total merit budget, while also providing the framework for employees to have a more defined career-path and means for achieving individual career milestones.

Perhaps Bill VanGieson, the HR project lead, summed it up best when he stated, "The Performance Management process is no longer viewed as a necessary evil that everyone dreads once a year, but rather as a valued tool where individual contributions coincide with organizational goals, and subsequently drive company profits." When you couple this with the smooth implementation, increase in time efficiencies, and ongoing professional support that has become "e-review's" trademark, it is easy to understand why Link Technology Group is viewed as a long-term, valued partner by the Pepsi Bottling Group.