

Case study: Driving synergies in a decentralized organization

Client:

Hero, an international brand-focused consumer foods group, was founded in 1886 in Lenzburg, Switzerland. The company is committed to producing high-quality, nutritious products in its core product categories of infant nutrition and fruit. The Group's operations are based predominantly in Europe, North America, Middle East / Africa and most recently China. In 2012, the Group generated revenues in excess of CHF 1.4 billion with over 4'000 employees in more than 30 countries. Since 2003, Hero has been in private ownership. Dr Arend Oetker is the majority shareholder.

Problem:

Inconsistent medical messaging in some markets, diversity in the background of medical staff

- Drive consistent communication
- Build consistent scientific and medical knowledge
- Supported by the Hero Institute for Infant Nutrition

Solutions:

MOS Chorus, as LCMS

Relevant scientific content from internal and external experts has been identified, collected and shared via interactive eLearning modules.

MOS Chorus, as knowledge management tool

- The contents of the modules are globally consistent, and translated to local languages
- The eLearning modules are part of the knowledge management system, with easy and full-time access
- The employees get training from the eLearning modules, obtaining a final Hero accreditation based on the results of final tests

Results:

>150 employees trained and certified across 10 countries in less than one year.

