

George Weston Foods Future-Proofs its Communications Capability with Whispir

Using Whispir, George Weston Foods now possesses the capability and innovation to adapt and respond to any communications needs they face.

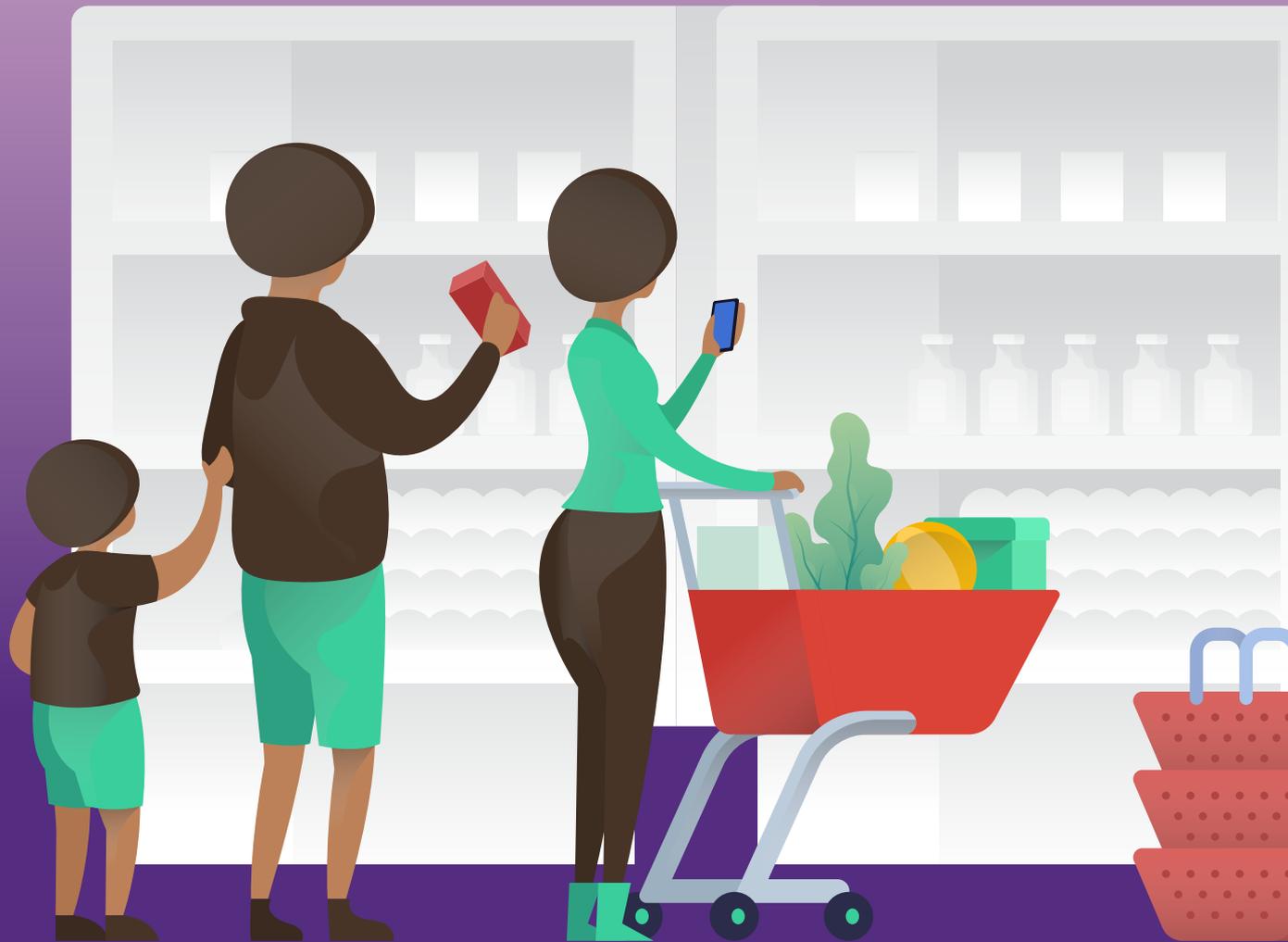


About George Weston Foods

George Weston Foods Limited (GWF) is one of Australia and New Zealand's largest food manufacturers employing over 6,000 people across 78 sites. As part of their parent organisation, the entire corporation is the fourth largest fast-moving consumer goods (FMCG) company in the world.

GWF is a wholly-owned subsidiary of Associated British Foods Plc (ABF), a diversified international food, ingredients and retail group with operations including sugar, agriculture, grocery and ingredients. They employ over 100,000 people in 46 countries.

[Learn more](#)



The Challenges of Digital Transformation:

George Weston Foods Australia was already on their digital transformation path when they integrated Whispir's automated workflow platform.

Their motivation for the Whispir platform was to satisfy the organisation's need for an all-encompassing communications strategy that touched across every internal stakeholder and onto their customers.

After an initial service disruption that caused issues with their internet and email services. GWF Australia sought a communications platform that would be more robust and reliable for business continuity.

As a decentralised organisation, with sales agents, supply chain elements and departments spread across Australia, GWF needed to greatly increase their communications strategies and facilitate genuine, two-way, automated communications.

Having streamlined numerous areas of the business with automated processes and resource-saving initiatives, GWF was looking to leverage innovative tools to continue modernising their operations.

GWF had a multitude of intended uses for the Whispir platform. From incident comms, customer communications & notifications, bulk messaging, staff roster management, incident reports from customers and targeted sales offers.



“ *At GWF our Business unit drives their own direction, the Whispir platform has been seen to be a tool that all can utilise.*

From HR through to Ops and Customer Service/ Sales we are adapting the one platform to meet out different needs. ”

Michael Hull,
Vendor and Risk/ Business and Architecture Team Lead,
Business & Technology Services



The Whispir Connection

To aid GWF in realising the potential and capability of their Whispir contract, best practices and use cases were put forward to empower GWF to further leverage Whispir to transform their organisation.

Initially deployed as a tool to facilitate GWF’s business continuity plan (BCP), GWF has since widened their use case scope of the Whispir Platform.



Business Continuity Plan

- Emergency communications platform for potential business disruption



Customer service NPS

- Customer service replies
- Customer surveys



Streamlining operational processes

- Notifications of product short supply
- Staff/ company-wide updates
- Pricing changes for customers



Decreasing time resources spent on processes

- Team rostering
- Training and education
- Lone work “R U Safe” check-in



George Weston Brands x Whispir Use

	Human Resources	Customer Service	Sales	Operations	Business Continuity Planning	Education
	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓
	✓			✓	✓	✓
	✓			✓	✓	✓
				✓		

Succeeding Together

Using the Whispir platform, GWF has further improved the effectiveness of its communications capability. Deployed across five brands, in multiple departments, the versatility of Whispir’s communications platform affords GWF with a powerful and robust communications tool.

As a result, GWF are able to not just manage their organisation more effectively but respond to communications needs as they happen.



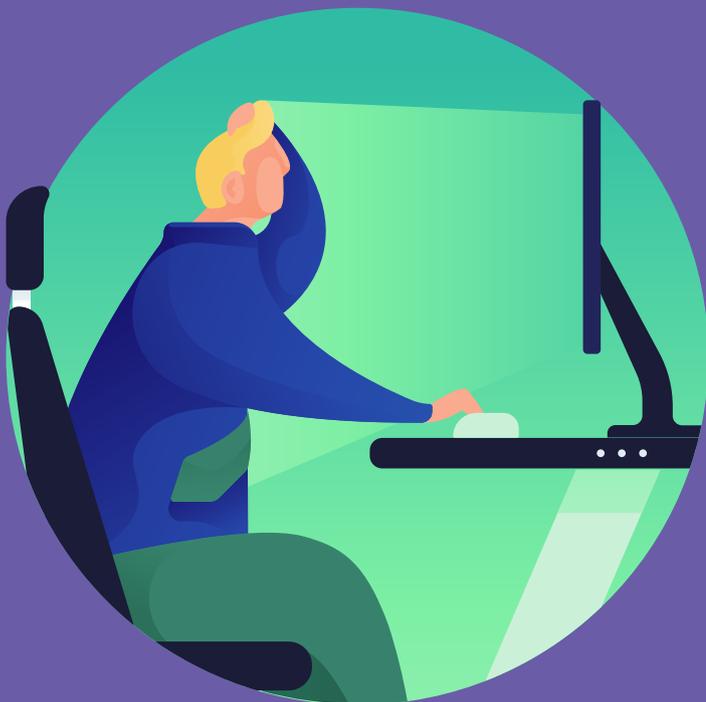
Use Case: Data security Prevention

Due to an email hack from an external source, GWF were able to deploy the Whispir platform to warn internal stakeholders of a security threat via a phishing email seeking credentials and other sensitive information.

As part of GWF's cybersecurity plan, Whispir's capability of contacting the entire organisation in real-time meant they were prepared to respond and defend against the attack. All stakeholders were warned of the cyber threat and to shut the attack down.

As a result of their quick response using Whispir, they were able to avoid their internal systems from being compromised and damaged.

Their agile response resulted in saving GWF upwards of \$400,000 from potential damages to the organisation.



In a company with over 6,000 employees, and more than 78 sites (some that are as large as 8 football fields), the Whispir Platform provides digital readiness that empowers George Weston Foods to run the uninterrupted plant and office operations, including staff compliance, training and other HR measures.

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Many of our employees are on the move. At best, they visit a site or a retailer once a day and spend the rest of the time on the move. With the Whispir Platform, we can easily reach these people to deliver compelling information they need to be effective and to check in on their safety with the Whispir R U Safe service.

We didn't need COVID-19 for us to prove that we are future-ready, in fact, the current crisis only justifies our efforts and investment in our digital transformation journey which the Whispir Platform supports. It naturally puts us in a sweet-spot position to absorb the shocks from the COVID-19 disruption, without any un-manageable turbulence to business operations or employee well-being.

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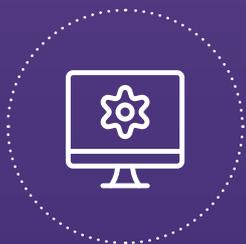
Michael Hull,

Vendor and Risk / Business and Architecture Team Lead,
Business & Technology Services





More than 500 customers use Whispir to communicate, empower and manage their workforce; like George Weston Foods, who is deemed an essential service for the production of their food products for brands such as Tip Top & Don to Australians & New Zealander’s supermarkets and consumers.



Automating organisation processes



Customer Service NPS



Real-time engagement



Resource conservation

