

# Cott Gets Sparkling Results



## Challenge

- Inconsistent communication across locations
- Audit compliance
- Employee engagement

## Solution

- Integrated training program with consistent messaging
- Automated validation, record keeping, & reporting
- Interactive, group-based training platform

## Result

- **Company-wide alignment** with corporate objectives
- **Audit-ready 24/7**
- **Reduction** in employee turnover

“With Alchemy, trainee results and responses are securely stored for easy, on-demand reporting and analysis.”

—Sandy Holmes,  
Corporate Training Manager

## About Cott Beverages

Cott is a leading private label beverages company. Headquartered in Tampa, Florida, Cott operates soft drink, juice, water, and other beverage bottling facilities in the U.S., U.K., Canada, and Mexico. Cott employs more than 4,000 workers across 30+ manufacturing facilities.



## The Challenge

As a leader in the beverage industry, Cott is committed to upholding high standards of operational excellence and continually evaluates processes to identify areas for improvement. The company recognized effective communication with its frontline workforce was key to meeting corporate initiatives, regulatory requirements, and employee needs.

Cott’s soft drink and juice divisions had unique infrastructures and independent business systems that made corporate-wide communications disjointed. The lack of a systematic approach raised the risk of safety incidents and inconsistent product quality.

Additionally, Cott needed to fulfill requirements for achieving SQF certification, a benchmark for meeting GFSI standards. “It was important to be aligned so that training could be consistent and verifiable through a common set of standards,” says Sandy Holmes, Corporate Training Manager.

Holmes also knew Cott needed to get employees involved and committed to build a successful program. “We wanted learning to be fun and interactive.”

Corporate Safety Manager, Mike Guzic, saw the disconnect. “The training didn’t get updated on a regular basis. There’d be several years in a row our associates would see the same materials and we’d lose their attention.”

## The Solution

To meet these challenges, Cott partnered with Alchemy. Over three million workers at 50,000 locations use Alchemy's training, coaching, and reinforcement solutions to **reduce workplace injuries, safeguard food, and improve operations.**

Cott implemented Alchemy programs to build both the knowledge and confidence employees need to consistently work at expert proficiency. A new approach to classroom training incorporated interactive remotes, and gamification to engage employees and test comprehension. The courseware is professionally designed and exclusively focused on the food industry frontline worker. All responses are recorded and securely stored electronically for 24/7 audit-readiness.

**"When the plants learned how much time it saved and how easy it was to learn, it sold itself,"** said Holmes.



Cott then quickly leveraged Alchemy's platform for improving audit compliance. Training verification, validation, record keeping, and reporting were areas that needed the most help. "In the past we used PowerPoint and everything was tracked on paper. It was a very manual process and verifying comprehension was a challenge," says Guziec.

Alchemy's patented technology contains dynamic testing tools that ensure comprehension while providing automatic documentation of the results. Trainee results and responses are securely stored for easy, **on-demand reporting and analysis.**

## The Result

Alchemy has positively changed the entire training, coaching, and communication process for Cott. "All plants are now getting the same message," Holmes says. The implementation was so successful, Cott adopted Alchemy's ongoing communications program as a corporate best practice.

Holmes reports, "When people leave onboarding and enter the production floor, **their knowledge is significantly higher than before we had Alchemy.**"

From a compliance perspective, Alchemy has helped Cott achieve Level 3 SQF certification. In addition, they have surpassed their own customers' expectations. "During a rigorous sourcing audit conducted by one of our customers, the auditors were pleased with the content and the classes, and were very

complimentary of the compliance material," says Lori Laubach, Human Resources Manager. **"We got very high marks and it's the toughest ethical sourcing audit I've ever been through."**

Cott continues to evolve their processes and tailor their approach to corporate communications with Alchemy. As a result, **worker engagement has improved** and the company has seen a significant **reduction in employee turnover.**

Laubach says, "I have nothing but good things to say about Alchemy, the products, and the support — they're marvelous."

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