



Safety Officer
by ServiceRocket

Bel Group uses Safety Officer

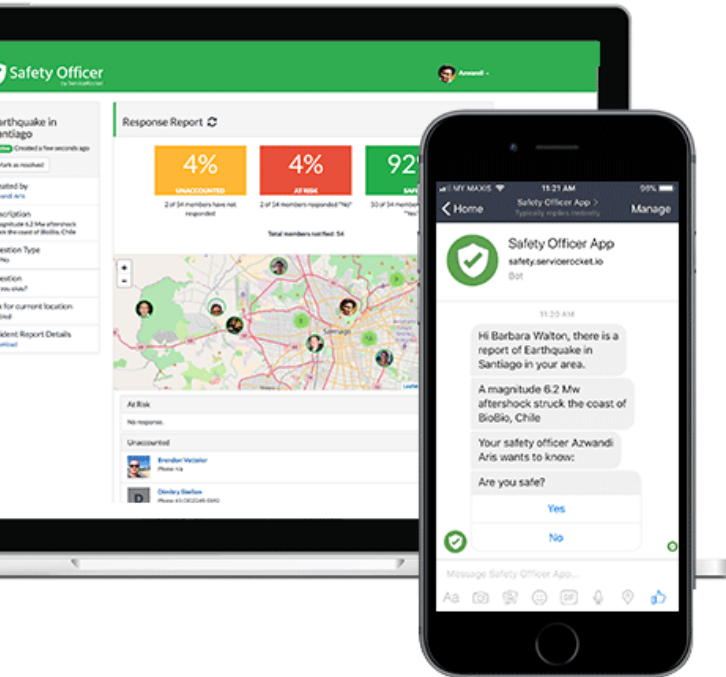
by ServiceRocket

To promote workplace safety,
enhance emergency response and
protect employees from harm.

For more than a century, Bel Group, major player in the healthy snacks segment recognized for its iconic brands such as **The Laughing Cow®**, **Babybel®** and **Leerdammer®**, has been delighting consumers around the world with dairy products.

Today, Bel Group boasts a widespread manufacturing footprint, serving 400 million customers in more than 130 countries. Maintaining such an expansive manufacturing operation involves a number of challenges, including its top priorities: guarantee food safety and quality and employee safety.

“The world is more volatile and dynamic than at any other time in recent memory,” says Louis Lazayres, Digital Project Manager at Bel Group. “Protecting our employees is our top priority and with sites spread out all over the world, we needed a more efficient way to communicate with employees everywhere at a moment’s notice through adaptive digital channels.”



Results at a Glance

Company	Bel Group
Number of Employees	13,000 +
Office Locations	Headquartered in France and 33 subsidiaries
Initial Problem	An efficient way to communicate with employees everywhere at a moments notice
Product Used	Safety Officer App with Workplace safetyofficer.io

Challenges

- Enabling real-time alerts, responses, and incident broadcasts from within the company’s primary communication channel Facebook Workplace
- Streamlining communications around employee safety during an emergency
- Adapting responses to local issues or events
- Gaining insights and intelligence around incidents to proactively address workplace safety and emergency response processes

Solution

Bel Group uses Safety Officer from ServiceRocket to standardize and accelerate responses to emergencies across its global operations and to reinforce its employee safety

Business Outcomes

- Deployed an employee safety tracking app that seamlessly integrates with existing Facebook Workplace environment to maintain consistency and minimize IT involvement
- Enabled one-click employee status updates and safety check-ins from an intuitive, multiplatform application
- Gained essential incident insights to improve planning for and responses to future events

Reconnecting disconnected communications

Working in the corporate team in charge of the company's digital transformation efforts, Louis Lazayres, Digital Project Manager at Bel Group, was tasked with overseeing efforts to find new collaboration tools to unify the global workforce and enable faster communications among the company's 13,000 employees--especially during an emergency.

"We have aggressive business goals for completely eliminating workplace incidents and ensuring everyone's wellbeing," Lazayres says. "Safety begins with reliable communications between the field location's site managers and corporate officers

responsible for safety, as well as the ability to analyze information after an event to understand what happened, the company's response, and how to prevent it in the future."

In addition to the approximately 3,000 employees in France, 10,000 Bel Group employees are spread in 30 manufacturing plants and 33 field offices. Each location is run by a General Manager responsible for overseeing the daily operations, ensuring performance and safety, and exchanging other essential information back to the corporate office.

The immense popularity of Facebook's Workplace platform immediately caught Lazayres's attention and made it an easy choice for creating a worldwide community for Bel employees to communicate and collaborate locally, to replace email as the primary communications channel. And when paired

with other safety-oriented tools like International SOS, which logs and reports on all employee travel, it provided a comprehensive snapshot of where people are deployed to maximize employee well-being efforts.

“When we launched Workplace, teams everywhere immediately came to us and asked about safety check ins like they have on Facebook because they recognized the value in having a consistent and familiar experience in a time of emergency,” he says. “We knew we’d need some help in acquiring this capability.”

Clearer situational analysis with one-touch status updates

Lazayres began the search by identifying key requirements for a new tool. In addition to instant status updates, the new solution needed to fit neatly within the company’s existing digital transformation plans.

After a brief search, Lazayres discovered Safety Officer from ServiceRocket, a purpose-built Facebook Workplace app for employee safety that incorporates alerts and status confirmations from across groups, offices, and regions in minutes. He says that Safety Officer’s rich feature set and the fact it was built specifically for Workplace by Facebook were significant factors in the decision.

“Safety Officer checked all the boxes we had for a new tool and then some,” Lazayres says. “It has a full complement of on-demand reporting and deep-dive intelligence we need to understand an emergency scenario and respond appropriately, the flexibility to work on any device or platform, and an intuitive design so that employees can use it even in the most stressful situations.”

With Safety Officer, regional or local Bel Group plant managers and safety officers can set target alerts to specific Workplace groups, departments, locations, and individuals to apprise them of a situation. The app’s geolocation tracking automatically keeps tabs on an individual’s location, allowing managers and coworkers to account for their colleagues’ whereabouts.

The tool also enables users to confirm their status--hopefully marking themselves as “safe”--with just a click and instantly send one-way broadcast notifications to reach wider user groups faster. At the same time, Bel Group executives can access all the post-incident intelligence they need to evaluate and improve existing procedures for future use.

“Safety Officer gives us a full suite of reporting and automation capabilities to be better prepared in case something happens in the future,” Lazayres says. “Now, we can customize automated responses to emergency alerts, assign specific tasks in case of an emergency, and get a bird’s-eye view of any incident that we can analyze and share with our team in a detailed report.”

Effective, efficient emergency responses they'll hopefully never use

Bel Group's Safety Officer deployment has replaced a slew of disparate tools that some local offices had been using, while giving those without any existing system in place an easy, effective platform for managing emergency events on their own.

"Safety Officer solves a very specific problem and does it efficiently and effectively," Lazayres says. "It empowers local offices to reinforce their emergency communications plans and evacuation procedures that make sense for their location while also remaining in constant contact with the corporate office so everyone has complete visibility as an event unfolds."

According to Lazayres one of Safety Officer's biggest benefits is how the app automatically sends every alert, response, or other communication to a central administration panel that corporate safety team comprising the heads of Risk Management, Health and Safety, and Security which they can access anytime. From there, the team can aggregate incident reports to understand the number, type, and frequency of alerts across work groups or specific plants and identify risky behaviors or other issues that need to be addressed.

"Knowledge is the key for assessing and preventing risk," Lazayres says. "Safety Officer gives us multiple layers of intelligence we can use to proactively address workplace safety, define how we react in emergencies, and improve how we communicate that information with employees across the company."

Bel Group has already deployed Safety Officer in locations across France, Japan, and the U.K, and has seven more countries registered for the second wave of the rollout. With assistance from ServiceRocket's staff and after finalizing training on the order of operations and chain of command, Lazayres expects Safety Officer to be fully implemented across the organization and its subsidiaries within a year.

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"Having Safety Officer implemented worldwide will bring a huge sense of relief and peace of mind to everyone in the organization," he says. "All the tests and data we've collected show that it'll enhance our emergency action plan, but we hope to never have to use it."

About Bel Group

The Bel Group is a world leader in branded cheese and a major player in the healthy snacks segment.

Its portfolio of differentiated and internationally recognized brands, including such products as **The Laughing Cow®**, **Kiri®**, **Mini Babybel®**, **Leerdammer®** and **Boursin®**, as well as some 20 local brands, enabled the Group to generate sales of €2.9 billion in 2016. The recent acquisition of the MOM Group complements a portfolio of strong brands with the integration of the Pom'Potes and GogosqueeZ brands.

More than 13,000 employees in some 30 subsidiaries around the world contribute to the Group's success. Bel products are prepared at more than 30 production sites and distributed in over 130 countries.

www.groupe-bel.com

