



## KFC Philippines orders a serving of Google Apps to improve productivity and communications



### At a Glance

#### What they wanted to do

- Enable team collaboration and communication
- Increase productivity from their workforce (including their mobile workforce)
- Reduce the burden on the IT team's time spent on managing email

#### What they did

- Selected Google Apps for Business for its no-hassle, cloud-based model for email and document sharing, and range of collaborative features

#### What they accomplished

- Improved collaboration and decision-making within the company – issue response time decreased by 90%
- Reduced time spent on IT support by 25%
- According to an internal survey, 95% of employees have indicated that they are satisfied using Google

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*—Arvin Reyes, Chief Information Officer, KFC Philippines*

### Company

First introduced in 1967, KFC Philippines is one of the leading quick-service restaurants in the country, with 230 outlets, six plants, and four satellite offices across the nation. With its network of restaurants growing steadily, KFC needed to improve communication and collaboration throughout the company.

### Challenges

"Communication is vital for us to succeed," explains Arvin Reyes, Chief Information Officer for KFC Philippines. "Improving internal communications efficiency was an important goal for the IT team if we wanted to contribute to the company's success."

KFC used a variety of on-premise solutions, legacy email, and manual processes for internal collaboration. Without a common communications platform, there were constant delays and confusion.

Email is deeply ingrained in KFC's business operations. Communications with external clients, vendors, partners and other business associates were heavily dependent on KFC's pre-existing email solutions, including open source, hybrid systems and Microsoft Exchange. These systems had begun to lag behind business growth, presenting a number of on-going operational challenges such as server overcapacity, non-delivery, and slow response time.

Administration of the legacy email system was consuming a significant portion of the IT department's time, with a number of the team spending several hours a day monitoring and troubleshooting issues.

### Solution

KFC Philippines engaged Singularity Solutions Consulting, a Google Enterprise Partner, and worked together to initiate an analysis of all top-tier solutions for its future collaborative environment. Unplanned outages can impact productivity and result in potential revenue loss. Minimising email downtime was an important part of KFC's messaging infrastructure and a key component of its disaster prevention and recovery strategy. After an evaluation that included a cost analysis comparing various hosted and on-premise options, KFC chose Google Apps for Business as it fit their criteria best.

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By switching to Google Apps, KFC's users experienced an immediate boost in inbox size. With the 30GB available in Gmail, people no longer have to spend time cleaning out emails. Gmail also helps KFC collaborate with their business partners, as Errol Magdato of KFC Marketing explains: "We must be able to respond to requests for information from our clients and business partners within a reasonable time-frame. Compromising on that may impact on the company's reputational risk and reflect on our competence, reliability and professionalism."

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## About Google Apps

Google Apps is a cloud-based productivity suite that helps you and your team connect and get work done from anywhere on any device. Google Apps includes Gmail, Google Calendar (shared calendaring), Google Drive (online content storage and sharing), and Google Docs, Sheets & Slides (document creation and collaboration).

For more information, visit  
[www.google.com.sg/apps](http://www.google.com.sg/apps)

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*—Dhinno Tiu, Chief Financial Officer,  
KFC Philippines*

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With Google Docs, teams can now work collaboratively, yet securely, no matter where they are. KFC Philippines now uses Google Calendar to easily share schedules online, eliminating the distribution of hard copies of training calendars. Training reminders, updates and tracking are all managed with Google Calendar.

"I've seen improved collaboration between units. With the new solution, they can now share documents on the fly, access emails via their smartphone or tablet and share calendars," says Dhinno Tiu, Chief Financial Officer at KFC Philippines.

## Results

The biggest benefit of Google Apps for KFC Philippines is real-time collaboration. Google provides the right tools that help empower employees to become more efficient in their work, motivating them to achieve more in a day to contribute to an improved bottom line.

One cumbersome process for solving issues used to require the scheduling of several meetings and calls, with various reports and documents transferred between different teams. "With the help of Google Calendar, Google Docs and the use of one live file, a solution can be formed within 30 minutes to one day, compared to several days. We've seen a 90% decrease in response time, representing a significant improvement in our problem solving efficiency," explains Tiu.

Benefits even extend to KFC's business partners. "Previously, creative materials were sent to and fro between our office and our advertising agency, incurring time and transportation fees," says Magdato. "Google Drive gave us a platform for sharing large files such as high-res images, DVDs and artworks of merchandise, resulting in a 10-15% increase in productivity in addition to costs savings."

Switching to Google Apps for Business has already taken a significant load off IT in terms of system upkeep and end-user support. Google's cloud-based service removes the need to scale servers, storage and bandwidth. Instead, users can be easily added to the service, with archiving, compliance, and security all built-in. Another benefit is Google's support for mobile devices. KFC's IT department no longer struggles to support an array of smartphones, tablets and laptops for their BYOD (Bring Your Own Device) policy.

"With Google Apps, we're now able to meet and exceed the needs of our employees with less assistance from IT. For example, there has been no complaint about email services since the implementation. Our IT department's support work has already decreased by 25%, freeing up time for activities that are more directly tied to our bottom line," says Tiu.

KFC decided to measure the effectiveness of Google Apps for Business by conducting an internal satisfaction survey focusing on Accessibility, Reliability, Speed, and Ease-of-Use. After six months of using Google Apps, the results showed that more than 95% of employees were satisfied with Google Apps.

KFC Philippines has embraced the anywhere, anytime availability and the freedom of Google Apps to help them deliver their commitment to serving up world-famous dishes with the best customer service. The real-time sharing and collaboration features motivate teams to work better together and more efficiently. "Our employees are empowered by Google Apps," says Reyes.

