

Case Study

FRESH FORCES



Industry

Food processing

Site

fresh-forces.com

Challenge

Build an engaging, mobile-enabled online game to help educate FrieslandCampina employees about new company standards and core values.

Solution

WP Engine Digital Experience Platform.

Results

Fresh Forces was able to quickly and confidently deliver a reliable, online educational game to FrieslandCampina in which employees are able to experience the new corporate mindset and behaviour. The game is gradually rolling out to employees and has received strong engagement numbers and positive feedback.

Helping enterprises win with game-based employee training.

Multinational Dairy Cooperative FrieslandCampina teamed up with agency Fresh Forces to build a fun, easy-to-use educational gaming platform for its nearly 25,000 employees.

Fresh Forces (Frisse Blikken) is an Utrecht, Netherlands-based agency that helps corporations with modern organisational challenges. As a part of their mission, they develop digital gamified solutions to help organisations develop their learning and transition programs and find new ways of reaching modern consumers. The agency has worked with hundreds of companies across 16 countries and continues to grow and expand its work with enterprises around the world.

FrieslandCampina is a multinational dairy cooperative based in Amersfoort, Netherlands. It is the world's largest dairy cooperative and one of the top five dairy companies in the world with annual revenue exceeding 12 billion euros. The company represents more than 18,500 dairy farmers in western Europe and has more than 23,000 employees across branch offices in 34 countries. Its wide range of dairy products finds their way to more than 100 countries around the world.



The challenge.

FrieslandCampina is among the world's largest dairy cooperatives both in annual revenue and number of employees. Given its sheer size, communicating new strategies and changes throughout the entire company can be a challenge.

When FrieslandCampina needed to roll out a new set of guidelines regarding core company behaviours and values, its Global Learning and Development Manager, Betty Van Der Molen, knew the company needed a creative solution to be successful.

"We are very focused on helping our customers and consumers," Van Der Molen said. "We want to win in the market and to strengthen this we described a set of underlying behaviours that we wanted to be rolled out and activated globally among our 23,000 employees, regardless of their level of experience, their role, or their geographic location. We also wanted it to be a fun and engaging experience—something different than the usual PowerPoint presentation."

Case Study

“Best online game I have played in many years and I think it will truly enable us to have more in-depth discussions with and within the teams on mindset & behavior.”

Erik Hoekstra,
Director HR Corporate Center,
FrieslandCampina

“We’re good at taking a concept and doing the development work. But when it comes to the hardware, the backups, the security, and things like that, we use WP Engine, and we feel good about handing the project back to our clients when we’re done.”

Olaf Kruyt,
Digital Project Manager, Fresh Forces



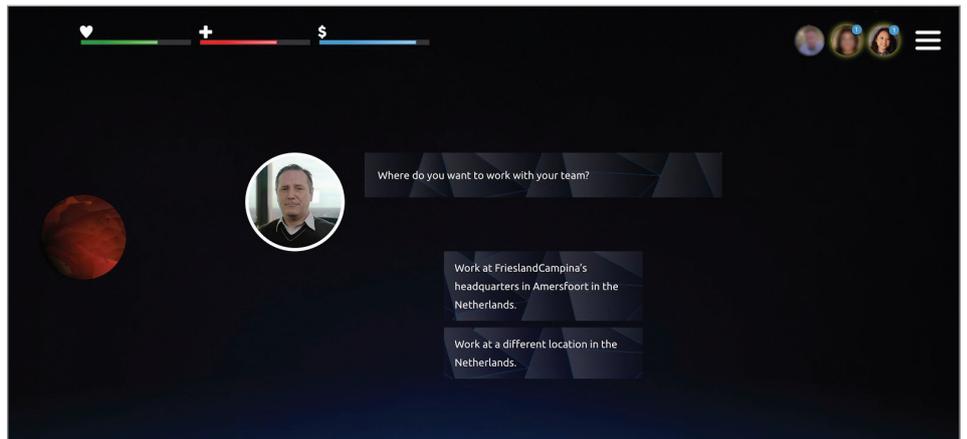
For help with the project, Van Der Molen enlisted Fresh Forces, an Utrecht, Netherlands-based agency that specialises in helping large companies implement change within their organisations.

“We began a co-creation process with FrieslandCampina to find the best solution,” said Olaf Kruyt, the Digital Project Manager at Fresh Forces. “They wanted an online solution if we were going to reach all 23,000 employees, and it had to be fun and engaging, which was how we came up with the idea of an online gaming experience. This is a narrative driven, online experience with gaming elements to increase the fun and engagement of the players.”

One critical factor for expanding the game’s reach was making sure it was optimised for mobile devices.

“We have so many different types of employees, from our C-suite to our truck drivers, not everybody uses a desktop or a laptop,” Van Der Molen said. “All over the world, almost everyone has a mobile phone or a tablet, so we wanted to make sure the game would work well on any mobile device.”

Finally, given the wide variety of countries FrieslandCampina operates in, Kruyt and his team also needed to make sure the game could be translated into multiple languages, including English, Dutch, Indonesian, Chinese, Russian, and German.



The solution.

Once Kruyt and his team were ready to begin building the game, they contacted WP Engine.

“We built the game using WP Engine’s Digital Experience Platform,” Kruyt said. “People don’t always see WordPress as the way to go for building an online experience like this, but we needed a scalable solution that was easy to manage both during the development process and after it was completed, and we wanted to manage the cost.”

WordPress checked all those boxes, Kruyt said, and when combined with WP Engine, he and his team were able to get even more out of the platform.

“WordPress is easy to set up, and when it’s on WP Engine’s platform it’s safe, which lets us can lower costs even more and raise the impact of what we’re trying to build,” Kruyt said.

We came up with the narrative of becoming the first food-supplier of a new Mars-colony. In order to win this challenge, you have to launch the new product before the launch of the first missile. By answering all kind of dilemmas related to this innovation, you have to find a perfect balance between the customer satisfaction, team health, launch date, and your money. While trying to win, players already experience and experiment with the new strategy, which is intertwined with the dilemmas.

As you can imagine, Kruyt and his team needed to utilise multiple customisations for the game, which he said WordPress was well-suited for.

“The CMS in the backend, the native functions like the login funnel and the user management system are all things we can easily use to set up a proper environment that is enterprise-ready.”

With WP Engine managing the backend, Kruyt added, it was easy to work on the development side of the project and then hand it back over to FrieslandCampina when it was ready to push live.

“Our strength is taking a concept and doing the development work,” he said, “but when it comes to the hardware, the backups, the security, and things like that, we use WP Engine, and we feel good about handing the project back to our clients when we’re done.”



The results.

After a couple of months, Fresh Forces provided FrieslandCampina with an early version of the gaming platform, and after some minor tweaks, it was ready to go live. Since going live, Van Der Molen said she’s been delighted with the final product.

“Now that people are playing the game, our employees’ reactions have been highly positive,” Van Der Molen said. “The larger launch is coming up, in which we expect to see the engagement numbers grow, but so far it’s been received very well, and we haven’t faced any major issues.”

On the agency side, Kruyt and his team have been pleased as well.

“This was a large and very interesting project and we’re proud of the result,” he said. “We could always count on WP Engine along the way and got the help we needed. It’s always nice to feel like you have the proper backup. We certainly have that in WP Engine.”

Some of that help came in the form of WP Engine’s WordPress expertise, when the Fresh Forces team had questions about their server, caching, and cookies, while other support questions had to do with the game itself—penetration testing and bulletproofing against security threats.

All of the help, Kruyt said, was quick, to the point, and extremely helpful with this particular project. This all resulted in a reliable, interactive and fun online experience to make the 23.000 employees more aware of the new strategy of FrieslandCampina.

About WP Engine.

WP Engine is the world’s leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland, and Brisbane, Australia.