

Nestlé launches Workplace by Facebook



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Nestlé has adopted Workplace by Facebook as its global internal communication tool, to connect its workforce and better serve consumers.

The announcement comes as the latest and largest wave of staff at Nestlé join the platform, part of a process that began only nine months ago. Today, around 210,000 of its employees worldwide use the platform to connect and collaborate.

Nestlé has pledged to move quicker to turn good ideas into great products to meet fast-changing consumer demand. With the majority of its employees active on the platform, Workplace is already making a difference. Internal engagement is higher and responses faster. People are experimenting and collaborating more, as well as sharing information and ideas.

Workplace offers familiar Facebook features such as News Feed, Groups, Chat, events and live streams, as well as seamless mobile integration. Because Workplace is easy to use, it can connect everyone and reach employees where they are.

The first wave of market adoption including Mexico, Brazil, the Middle East and South Africa saw 25 times higher engagement per post and very high rate of use on mobile devices. Amongst other advantages, managers can use Live video to connect directly with employees at different locations. Sales teams can also use Workplace for daily check-ins and to share information and best practice.

Commenting on the move to Workplace, Nestlé Executive Vice President Chris Johnson, said:

Nestlé is a people-first environment. We really rely on our talented teams to manage more than 2,000 Nestlé brands worldwide. We help our employees develop and we give them the right tools, so Workplace is a perfect fit.

The move to Workplace is part of Nestlé's commitment to empower people and sustain a high-performance culture. The company is moving more and more to offer open office configurations and more flexible working environments.

Workplace is also a great example of Nestlé constantly embracing the best technology and systems. Filippo Catalano, Chief Information Officer at Nestlé:

Today, using Workplace by Facebook we are able to give our employees across the globe a platform to build connections, enabling faster and more engaging sharing of information.

Julien Codorniou, vice president of Workplace by Facebook said,

As the global work landscape continues to change and the demand for better collaboration, best-of-breed IT and mobile-first work increases, we are honored to partner with a company like Nestlé to help employees work together to allow for more innovation.

While a large majority of users at Nestlé has now joined the Workplace platform, the rollout will continue throughout 2019.

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