



The Coca-Cola Company

Teleworking Program

Date: June 21, 2012



AGENDA

- **Background**
- **Level of management support**
- **Program specifics**
- **Results/Benefits**
- **Technology**
- **Lessons learned**



Background

- **Pilot program in 2004 with 8 associates at the Customer Care organization**
- **In 2004, started defining HR policies, training strategy, procedures and roadmap**
- **Initiated formal program in 2005 where 100 associates were deployed**
- **Today, we have 450 mostly full time associates teleworking from home – 70% of our workforce at the Sanctuary campus**
- **Every year we deploy a set number of associates**
- **Our associates provide support to our customers and clients on our brands, equipment and services**



Level of management support

- **Our leadership has supported the program since inception**
- **Achieved support by demonstrating:**
 - **Trend in the industry**
 - **Benefits**
 - **Cost savings**
 - **Business continuity plan**
 - **Improvement in moral**
 - **Increase talent pool**



Program specifics

- **Deploy a set number of associates every year based on business needs**
- **A project manager is assigned to expand and maintain current program**
- **Team of different functional groups (HR, IT, Business)**
- **Provide all equipment necessary to telework**
- **Associates responsible for high-speed internet**
- **Associates go through a one day training**
 - **Go over the policy**
 - **A current teleworker speaks about their experience**
 - **Train associates on how to use the softphone application (VOIP)**
- **Managers manage associates as they were in the office**
- **Yearly evaluate program and make appropriate adjustments**



Results/Benefits

- **Teleworkers productivity generally meet or exceed resident workers productivity**
- **Morale has increased among our teleworkers**
- **Associates have been able to save money on clothing, meals, transportation, and taxes**
- **Associates enjoy their work environment and lifestyle flexibility**
- **Associates biggest benefits – avoid Atlanta traffic**
- **Company saves money in real state cost – No longer need to large facility. (Currently 70% of our workforce telework mostly full-time)**
- **Teleworking has allows us to take advantage of a part-time and remote workforce.**
- **Environment - Our teleworkers collectively eliminate more than 655,000 vehicle miles of travel, keeping more than 330 tons of pollution out of the air we breathe each year**



Technology

- **We use Avaya softphone technology for our VOIP solution**
- **We provide the following equipments/applications**
 - **Laptop, keyboard, mouse, headset**
 - **Application suites like Outlook, Word, Excel, PowerPoint and others**
 - **Instant Message solution (Microsoft Communicator)**
 - **Install specific applications for users to support their business units**
 - **Activate VPN to securely access our network remotely**
 - **Softphone application**
- **User required to provide high speed internet (highest speed highly recom.)**



Lessons learned

- **1st achieve commitment from upper management**
- **Benchmark against other companies – learn from others**
- **Develop teleworking policy (teleworking guidelines)**
- **Determine your training strategy**
- **Determine your selection process – tenure, performance base, reward or way to do business**
- **Desktop does not work for teleworkers; teleworkers must have laptops**
- **Program requires a project manager (go to person)**
- **Assemble a teleworking team (business, IT, HR and others)**
- **Fund program every year to sustain and expand program**