

ConAgra Foods, Inc.

INDUSTRIES

Food

GEOGRAPHIES

Global

TRAVEL MANAGEMENT COMPANY

Travel and Transport

CHALLENGES

Reduce cost of employee travel expenses.

Drive compliance while ensuring a high level of employee satisfaction.

SOLUTION

ConAgra Foods turned to Rearden Commerce to help it take a more strategic approach to controlling its travel spend and maximize savings opportunities, while providing a superior user experience to ensure widespread enterprise adoption. In choosing Rearden Commerce, ConAgra Foods had an aggressive, enterprise-wide adoption goal of 75% in mind. To help achieve this goal, Rearden Commerce and Ping Identity, its preferred third-party Single Sign-On (SSO) provider, worked with ConAgra Foods to SSO-enable the Rearden Commerce platform at implementation time. With SSO, ConAgra Foods employees aren't hindered by log-in burdens and the organization is confident employees are transacting in a secure environment.

- Achieved 81% user adoption in first month
- 75% increase in online hotel and car bookings
- 30% increase in use of preferred hotels
- 4% increase in use of non-refundable tickets
- 3% increase in use of preferred air carrier
- 11% reduction in average ticket prices

ConAgra Foods and Rearden Commerce

Leveraging Single Sign-On to Promote Widespread User Adoption

ConAgra Foods, Inc. is one of North America's leading packaged food companies, with a strong presence in consumer grocery as well as restaurant and foodservice establishments. Popular ConAgra Foods consumer brands include Banquet, Chef Boyardee, Egg Beaters, Healthy Choice, Hebrew National, Hunt's, Marie Callender's, Orville Redenbacher's, PAM, Reddi-wip, and many others.

With thousands of ConAgra Foods employees based in offices across the United States, ensuring employee compliance with stated travel policies and preferred vendors was a challenge. ConAgra Foods was looking for a way to simplify its travel process and gain visibility to its travel spend across the board. ConAgra Foods also was frustrated with the meager employee adoption rates it

experienced with its previous online booking tool. Because that tool didn't provide an addictive user experience and supported only a narrow scope of travel services (air/hotel/car), just 11% of ConAgra Foods employees used the tool on a regular basis.

ConAgra Foods turned to Rearden Commerce to take a more strategic approach to controlling their travel spend and maximize savings opportunities — while providing a superior user experience to ensure widespread enterprise adoption. In choosing Rearden Commerce, ConAgra Foods had as its goal an aggressive enterprise-wide adoption rate of 75% within the first 90 days.

After evaluating a number of online travel booking tools, ConAgra Foods selected Rearden Commerce based on a number of key capabilities:

- **Visibility and control:** ConAgra Foods recognized it needed to have a more effective way to set travel policies, and communicate those policies to its thousands of employees across the U.S. In so doing, ConAgra Foods would drive employees to preferred vendors to take advantage of negotiated discounts, and provide the tools and information employees required to make economically sound travel decisions.
- **Ease of Use:** ConAgra Foods needed to balance its mandate for use with satisfying employee needs for convenience, choice and ease of use. With the online Personal Assistant™, which learns individual travel preferences, ConAgra Foods employees can quickly and easily book travel services that not only meet their needs, but fall within company policy. Additionally, employees can book other categories of travel services such as airport parking, car service, dining and event tickets.
- **Secure Accessibility:** If the online booking tool wasn't easy to use and convenient, ConAgra Foods wouldn't meet its main objective of ensuring widespread enterprise adoption. By implementing Rearden Commerce with secure and seamless log-on integration, ConAgra Foods created a win-win: employees weren't burdened by having to remember log in names and passwords, and the organization was confident its employees were transacting in a secure environment.

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STACEY TAYLOR
Vice President
Indirect & Capital Enterprise Procurement
ConAgra Foods

After just 30 days of using the Rearden Personal Assistant, ConAgra Foods reported an 81% user adoption rate for air booking – greatly surpassing the company’s initial, aggressive adoption goals. ConAgra Foods also achieved additional cost savings in travel spend, including an 11% reduction in the average air ticket price.

Challenges

Since its founding in 1867, ConAgra Foods has grown from a small Nebraska company into one of America’s leading food companies with thousands of employees in many locations across the United States.

ConAgra Foods sought a travel management solution that would help the organization cut costs and more strategically manage its travel budget. Because of the many ConAgra Foods locations across the U.S. and large number of employees who would use the solution, ease of use was critical to meeting ConAgra Foods’ goal of widespread user adoption. With ConAgra Foods’ previous travel management solution, user adoption only averaged 11% across the enterprise – a figure that wasn’t acceptable to ConAgra Foods and didn’t enable it to ensure employee compliance with preferred vendors and negotiated rates.

According to Stacey Taylor, vice president, Indirect & Capital Enterprise Procurement for ConAgra Foods, ConAgra’s previous online booking tool simply wasn’t supporting the adoption rates the company wanted. “The problem was, the tool wasn’t intuitive and user friendly,” said Taylor.

ConAgra Foods also realized the old tool didn’t effectively guide employees to making in-policy decisions about their travel booking. While ConAgra Foods recognized it needed stricter adherence to policy, it didn’t want to be heavy-handed about forcing employees to employ a tool that wasn’t easy to use and that didn’t support a full spectrum of travel services, beyond just basic air, hotel and car.

ConAgra Foods Selects the Rearden Commerce Total Travel Experience™

After evaluating all of the leading technologies, ConAgra Foods selected the Rearden Personal Assistant for rollout to nearly 11,000 U.S. employees across 450 locations as part of its corporate intranet, which they call the Café.

“One of the keys to communication and information sharing inside ConAgra Foods is use of the Café portal. Because it connects people across the enterprise, has an adoption rate of over 95%, and hosts or provides a gateway to almost all applications used by employees, we knew we needed to go through our portal,” said Taylor.

Because the Rearden Personal Assistant tool guides users to preferred suppliers and negotiated rates, employees can make more informed decisions about air, hotel and car bookings, enabling the corporation to better manage its travel investment. And beyond just these core travel categories, ConAgra Foods employees also can leverage Rearden Commerce to take advantage of other categories of travel services such as dining, parking and car service – providing further convenience to employees and control for the corporation.

“The Rearden tool is easy to use, very fast and does all the work for you,” said Annie Haas, corporate communication manager for ConAgra Foods. “From an end user perspective, the Rearden Personal Assistant guides me to ConAgra’s preferred vendors and ensures I’m in compliance with company policies,” said Haas. “When I want to make a travel reservation or book a car, I can do it all in one place.”

And the new tool aligns perfectly with ConAgra’s operating principles of simplicity, accountability and collaboration. “Rearden Commerce has been very successful in helping us simplify what we do here,” Haas said. “The cost savings from using Rearden Commerce are good for ConAgra and good for our shareholders. It’s a win-win.”

Secure Accessibility Promotes Widespread User Adoption at ConAgra Foods

The company achieved secure accessibility through a Single Sign-On (SSO) process that removes the necessity of users having to remember a log on and password. Free from remembering another log on and password, users can adopt new technologies like the Rearden Personal Assistant faster.

As a corporation, ConAgra Foods is committed to implementing SSO as part of any enterprise-wide application to promote user adoption, particularly since its employees are so geographically dispersed.

“There was just no way we were launching the program without SSO,” commented Amanda Jackson, procurement category manager, ConAgra Foods. “This was a big selling point with our users because they don’t want to remember additional user names and passwords.”

*SSO was not a ‘nice-to-have’;
this was a ‘must-have’.*

STACEY TAYLOR
Vice President
Indirect & Capital Enterprise Procurement
ConAgra Foods

ConAgra Foods worked with Rearden Commerce and Ping Identity, Rearden Commerce’s preferred third-party SSO provider, to quickly implement the application using SSO. ConAgra Foods’ internal technology group, Information Systems & Services (ISS), recognized the strong SSO expertise Ping Identity brought to the table and supported the decision to outsource the SSO implementation to Rearden Commerce and Ping Identity. This decision enabled ConAgra Foods’ ISS group to focus its valuable resources on other internal technology initiatives. Because of ConAgra’s success with the technology, Ping Identity has today become an internal ConAgra Foods standard.

“ConAgra Foods has since made Ping Identity one of its SSO standards because their technology really enables us to speed the implementation process,” comments Jeremy Troutdt, technical leader in ConAgra Foods’ ISS group. “By outsourcing our SSO needs to Ping Identity, it enables my colleagues and me to focus on other projects. It’s so simple and easy. In short, Ping Identity took the guesswork and development time out of our SSO implementation.”

With Rearden Commerce, ConAgra Foods has enjoyed significant productivity gains by lessening the frequency and duration of support calls to its Travel Management Company, Travel and Transport (www.tandt.com). This means Travel and Transport can focus its resources on providing a superior quality of service for ConAgra Foods’ more complex travel requirements. For instance, a comparison of support calls regarding password resets in August 2006, versus August 2007, shows a staggering 92% reduction in the number of calls; in that same period, the corporation

also experienced a 61% reduction in user name inquiries. In total, the percentage of time Travel and Transport spends on support calls-per-online-transaction has dropped 95%, comparing August 2006 to August 2007 data.

Effective Employee Communication Also Aids Adoption Rates

ConAgra Foods also was strategic about its approach toward implementation. Approximately three months prior to implementation, ConAgra Foods began communicating to employees about the upcoming shift to the Rearden Personal Assistant. Because of ConAgra Foods' aggressive and thorough communication effort, employees were interested in the move to the Rearden Personal Assistant and eager to attend user training sessions.

At the same time, ConAgra Foods issued a new travel policy mandate that came from the company's CFO. The mandate required employee training and the use of the Rearden Personal Assistant for all travel booking. As part of the mandate, ConAgra Foods instituted a monitoring policy for employee travel booking. ConAgra Foods takes a two-pronged approach toward monitoring travel booking to ensure it remains in policy. First, ConAgra Foods monitors the upfront booking to ensure it is in compliance with stated policies and preferred vendors. Second, they monitor the back end of the transaction, including expenses, to ensure the transaction is in compliance with the initial booking. If not, the expense report gets kicked back.

As part of the process, employees who book outside of policy receive a reminder e-mail after their first offense. At the second offense, an e-mail is sent both to the employee, as well as his or her manager. Should a third offense occur, the CFO and Internal Audit are notified.

Rearden Personal Assistant Drives Significant Cost Benefits

After just one month of using the Rearden Commerce solution, ConAgra Foods has achieved 81% user adoption for employee air bookings, a success milestone ConAgra Foods credits to the Rearden Personal Assistant's ease of use, combined with the implementation of SSO technology for the application.

"In my last company, it took more than a year to get to the adoption rate we've achieved after just one month of using Rearden Commerce," commented Taylor. "It's really a testament to the ease of use of the Rearden Personal Assistant and how much our employees enjoy using it. It just makes our work life easier."

ConAgra Foods credits its strong adoption success to a number of factors, in addition to the ease of use of the Rearden Personal Assistant. These factors include:

- Strong support from the organization's highest executive ranks
- Instituting a clear travel policy mandate from project inception
- Effective employee communication
- Maintaining an open dialogue with employees pre- and post-implementation. In so doing, ConAgra Foods employees feel they have a voice in the mandate and are more inclined to comply with stated travel policies.

When asked about the benefits ConAgra Foods has enjoyed to date, Jackson cites the enormous savings ConAgra Foods has achieved thanks to the “visual guilt” factor. “Our employees are making smarter choices because they see all the options,” says Jackson. “The Rearden Personal Assistant shows a variety of airfares, hotel and car rental rates and other travel information, without requiring employees to search multiple Web sites,” said Jackson. “With that data at our employees’ fingertips, it makes it so much easier for them to make informed decisions that save ConAgra Foods money and drive accountability for travel spend.”

In addition to the 11% reduction in the average airline ticket prices, other hard benefits obtained thanks to the widespread employee use of the Rearden Personal Assistant include:

- 75% increase in online hotel and car bookings
- 30% increase in use of preferred hotels
- 4% increase in use of non-refundable tickets
- 3% increase in use of preferred air carrier

ConAgra Foods also points to the wider array of choices its employees have, including the ability to book other travel services categories beyond just basic air, hotel and car. ConAgra Foods employees also mention the instant integration with their personal calendars for all their travel plans, thanks to the Rearden Personal Assistant.

“The Rearden Personal Assistant is a convenient, user-friendly tool that allows easy access to travel, dining and entertainment options. The finest feature of the tool is its ability to insert the travel information directly onto the Outlook calendar so manual entry is not required,” comments Melissa Scobey, a member of ConAgra Foods’ sales team. “Also, the ability to be synched directly with Travel and Transport in case of an emergency is a great feature. It’s nice to know that T&T has the same information that the traveler is viewing within Rearden.”

Additionally, the Rearden Personal Assistant has played a key role in helping the ConAgra Foods Procurement group set policy and negotiate supplier contracts. “Being able to demonstrate improvements in market share is important when negotiating fares with airlines,” says Jackson.

In skyrocketing from an 11% employee adoption rate to more than 80% in just one month – and in so doing, surpassing its own goal of 75% after 90 days, ConAgra Foods achieved its objective of providing employees with a full-featured online booking tool that provides an addictive experience and gives the corporation the kind of insight and control it had previously lacked. Tapping SSO as an easy and cost-effective secret weapon in the implementation process provided the further boost ConAgra Foods required to truly benefit from the Rearden Personal Assistant and that now takes ConAgra Foods’ online travel booking to a whole new level.

About ConAgra Foods

ConAgra Foods, Inc., (NYSE:CAG) is one of North America's leading packaged food companies, serving consumer grocery retailers, restaurants and other foodservice establishments. Popular ConAgra Foods consumer brands include: Banquet, Chef Boyardee, Egg Beaters, Healthy Choice, Hebrew National, Hunt's, Marie Callender's, Orville Redenbacher's, PAM and many others, which are trademarks of ConAgra Foods, Inc. or its affiliates. For more information, please visit conagrafoods.com.

Rearden Commerce, Inc.

Rearden Commerce makes life simpler by delivering a web-based Personal Assistant that intuitively manages the everyday details of business and personal life. Just like a seasoned executive assistant, the Rearden Personal Assistant handles an impressive array of tasks and services, and delights users by considering their unique needs and personal preferences. The Rearden Personal Assistant is built on the Rearden Commerce™ Platform, which supports an ecosystem of more than 137,000 trusted merchants and third-party applications providers. Today, more than one million contracted users at organizations ranging from the Fortune 500 to small/medium enterprises, including ConAgra Foods, Glaxo Smith Kline and JDSU, rely on the recommendations and assistance of the Rearden Personal Assistant to save time and be more efficient, while saving their companies money. Rearden Commerce and Rearden Personal Assistant are trademarks of Rearden Commerce, Inc. All other trademarks are the property of their respective owners. Rearden Commerce is headquartered in Foster City, CA. For more information, visit reardencommerce.com.