



BUFFALO ROCK PARTNERS WITH HYER TO DEVELOP WORKFORCE OF THE FUTURE



COMPANY

Buffalo Rock Company

INDUSTRY

Beverage

CONTACT

www.buffalorock.com

ABOUT

With over 120 years of experience in the beverage industry, Buffalo Rock is the largest single-family-owned Pepsi bottler in the United States. With 14 divisions inclusive of 2,250 employee-partners, Buffalo Rock services a population base of more than 6.5 million people and has 15,000 retail customers spanning Alabama, Florida and Georgia.

THE CHALLENGE

2020 was a year unlike any other. With the pandemic pushing consumer demand to new heights, Buffalo Rock struggled to find the staff they needed to drive their business forward. Emily Brown Cotney, SVP - Chief Employee Experience Officer and Legal Counsel, said "At the height of the pandemic, it's no secret that the employment labor environment was extremely challenging. It was hard for us to find workers with all of the things that existed in the economy—from financial assistance to the fears people had."

Not only was Buffalo Rock in a position where they were competing for talent—at the end of the day staffing challenges were compounding multiple areas of their organization.

"We weren't immune to people feeling burnout. When we don't have enough help, it impacts every area of our business. Ultimately, we have a product that goes on the shelf. If we can't get it there—not only does it stretch our staff—it really impacts our bottom line and revenue," she said.

THE SOLUTION

Looking to explore new and different ways of hiring mid-way through the pandemic, Cotney said, "Our CEO challenged us to find ways to develop the workforce of the future. We felt like Hyer gave us the opportunity to participate in that. One thing I've tried to stress is to push things forward with technology—in a way that is accessible to our people and not hard to do. Hyer did that for us."

With two goals in mind, Buffalo Rock tapped into Hyer's pool of Taskers to target critical areas that would not only boost revenue—but fill gaps. Creating specific task types to address their top challenges, they rolled out Hyer into more than 100 locations across Alabama, Georgia and Florida.

Working to provide superior service to Walmart, check lane cooler tasks were also a critical revenue area they wanted to target using Hyer. At the same time, due to driver shortage, Buffalo Rock created a ride-along task to help support drivers who were rolling out with more and more cases every day. Cotney said, "Taskers were able to help lighten the load they were carrying—providing them with support and making sure their days weren't so long."

THE BENEFITS

Aside from ease of use, Hyer provided Buffalo Rock with access to a different pool of workers that they were closed off to before. "In some markets, we can post something immediately and within an hour have multiple applicants.



Where we've had the highest usage, our hiring managers have been able to see the value of being able to look at their calendar day to day, post something and have immediate success. We're also seeing that we get maximum effort from the Taskers because they're in control of their work," she said.

Looking at areas that were easier to measure, Buffalo Rock also noted a 30-50% sales lift. "For us that was huge, single-serve is a great revenue driver for us that has provided a great return. In addition, I've heard an abundance of appreciation from employees across our footprint—they were thrilled that we cared enough to implement a solution that at the end of the day helped alleviate the overall staffing shortage."

Cotney said, "The gig space was new to us, it wasn't something we may have tried in the past. However, the challenges we were up against really pushed us to open our eyes and try something we hadn't tried before. If there was a silver lining to our labor challenges, Hyer was definitely one of them."

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