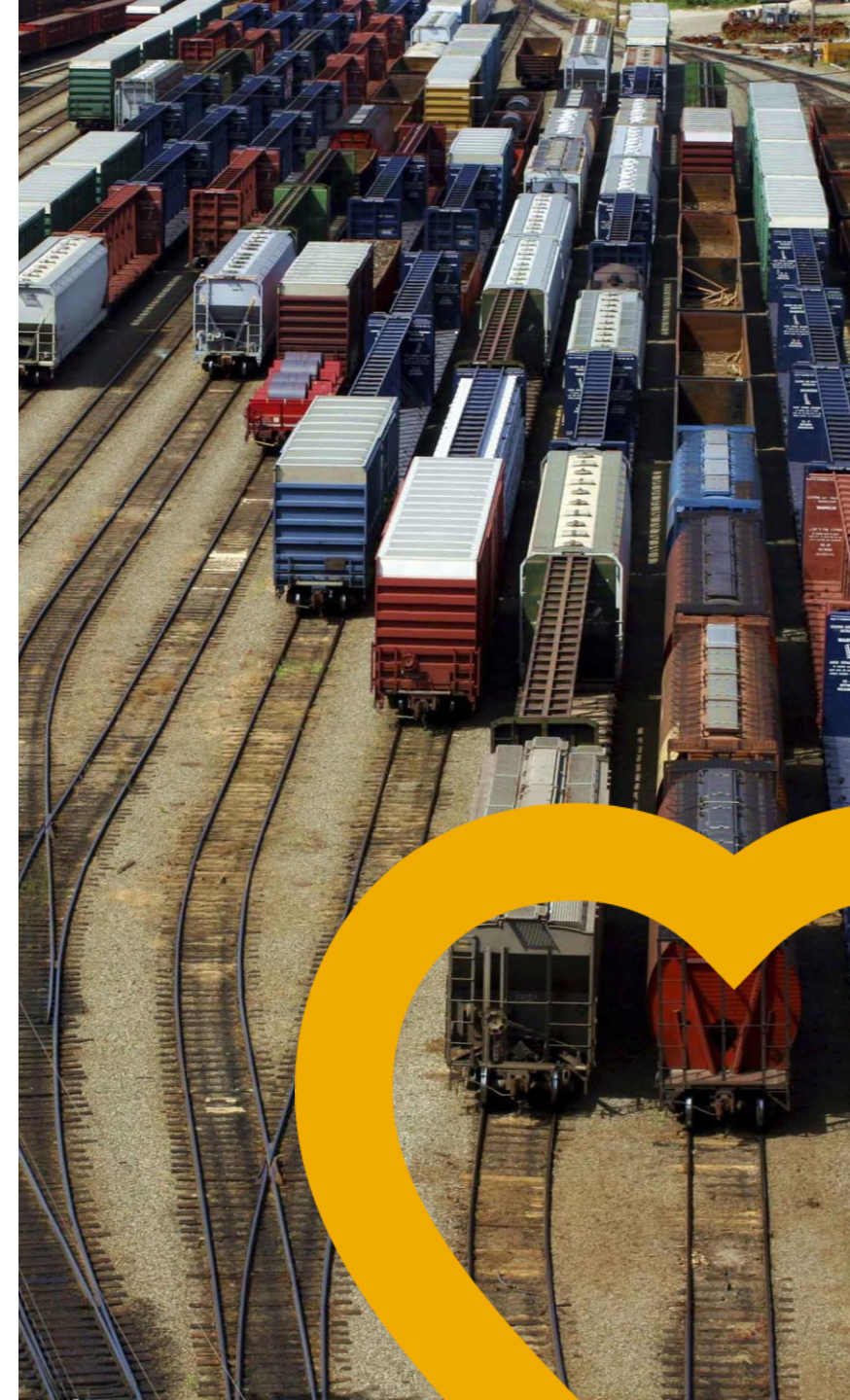


# Watco: Delivering a Better Customer Experience by Creating a Better Team Member Experience

---

Watco Companies L.L.C., a leading transportation and logistics provider serving North America and Australia, has experienced explosive growth by following its founding maxim: take great care of the customer and take great care of the people who take care of the customer. With all the growth came a rapidly increasing amount of paperwork. Watco knew what it needed: SAP® SuccessFactors® Human Experience Management Suite, which could equip the company to **get its arms around all its team member data and put it into the hands of the people who need it.**



# Keeping Pace with Growth with SAP® SuccessFactors® Human Experience Management Suite



## Before: Challenges and Opportunities

- Make information instantly available where needed, not buried in tomes of paper
- Have personnel data, once entered, available electronically for all other human experience management (HXM) purposes
- Eliminate reliance on the HXM team members to provide personnel information to others in the company

## Why SAP

- Ability to provide needed information at the push of a button
- Outstanding user interface
- Availability from the cloud
- Support for mobile devices
- So much flexibility that there is no need for customization

## After: Value-Driven Results

- Increased use of self-services, freeing up HXM team members for high-value-added activities
- Instant availability of data wherever it's needed
- Reduced stress for the payroll team
- Improved ability to reach far-flung team members with the cloud

“When you show folks how much **information is at their fingertips** with SAP SuccessFactors solutions, you tell them they can do it all on their mobile devices, and you explain how you’re going to make their lives easier, that’s when they get excited.”

Rachael Peterson, Chief People Officer, Watco Companies L.L.C.

2

People required to run payroll, down from 4 people

0

Time spent rekeying, down from 90% of team member time for some data

SAP SuccessFactors 





## Treating Team Members **Like Your Most Important Customers**

Founded more than 35 years ago, Watco Companies L.L.C. has built its workforce from eight men switching 6.6 miles of track to about 5,000 people providing complex transportation solutions – explosive growth by any measure. Watco credits a great deal of its success to a passion for the customer and a reputation for service excellence that goes with it.

As the headcount grew, managing people using its legacy on-premise human resources system became even more challenging and time-consuming. “Our managers spent a significant part of their day accessing personnel information and sending it to the right HR or payroll team member, who then manually rekeyed it in,” explains Rachael Peterson, chief people officer for Watco. “We needed to put data into our team members’ and managers’ hands without delay to **empower them to make sound decisions and work in more strategic and meaningful ways.**”

An important part of Watco’s formula for success is its understanding that the better it treats its team members, the better they treat the customer. In this respect, the company wanted something better than the on-premise system. It wanted remote team members to be able to access human experience management (HXM) information just as quickly and easily as headquarters team members using their mobile phones. It also wanted to empower team members everywhere to use self-services to access or change their personal data on their own – accessing their pay stubs, for example, or making address changes. And it wanted an intuitive, user-friendly solution that everyone would want to use. Most important, it wanted to free team members at all levels from repetitious, tedious HXM administrative tasks so they had time to contribute at a higher plane and experience greater job satisfaction and opportunities for career growth.





## Going Live Within 10 Months

Watco's people knew the answer was to adopt a modern HXM system, and they knew they had found the right one when they saw a demonstration of SAP® SuccessFactors® Human Experience Management Suite (SAP SuccessFactors HXM Suite). Team members across all lines of business loved the new functionality and ease of use. They even got a kick out of the suite's org chart presentations. Another advantage of SAP SuccessFactors solutions that was crucial in the decision is that they are cloud-based, making them equally available to all Watco team members regardless of their location and freeing the IT team members from hardware worries.

Watco adopted nearly every module in the SAP SuccessFactors portfolio. It chose an implementation partner to guide the cloud strategy and a managed service provider to handle the day-to-day operation of the cloud platform, enabling its HXM team to focus on ensuring the entire workforce adopted the cloud solution.

**With clear guidance, predictable outcomes, faster time to value, and flexible configurations,** the company migrated its legacy system data to the cloud within 10 months, while strategically maintaining some on-premise capabilities.

Peterson's team delivered exactly what the field needed in terms of a digital workforce experience. The following principles were critical steps to Watco's digital HXM transformation:

- Take great care of the data being migrated from the legacy system.
- Minimize customization by taking advantage of the flexibility of SAP SuccessFactors solutions.
- Transition displaced team members to new roles, which in Watco's case entailed assigning two payroll people to provide training and development and support team members who were struggling with benefits issues.



## Saving Time for Everyone Involved in HXM Processes

SAP SuccessFactors HXM Suite is saving time for Watco's people in many ways. It is so intuitive that team members can take advantage of the solutions' self-service functionality and thereby avoid having to seek help from the HXM team members. Information is at people's fingertips, no longer requiring them to search through paperwork. They can obtain needed information on their mobile phones no matter where they are, rather than having to wait until they are connected to Watco's network. "Mobile phone access to all the solutions' powers is incredibly important to a field-based team like ours," says Peterson.

### Scaling without HXM headcount growth

Growth continues unabated for Watco, but HXM is fulfilling all its roles without having to increase team members. In fact, the existing team members have more time than ever before to fulfill the number one task the company expects of all its people: **making the customer happy.**

### Fulfilling all expectations

SAP SuccessFactors solutions exceeded expectations. "In a nutshell, when we implemented SAP SuccessFactors solutions, we were looking for a solution that was first user-friendly," summarizes Peterson. "A solution that our team members would be able to use. A solution that would save our HXM team members time by not having to rekey information. And a solution that was going to put information at the fingertips of the people that needed it at that time. It has been a perfect solution for our company and has delivered all of the benefits that we hoped it would."



>80

Terminals under management

Follow us



[www.sap.com/contactsap](http://www.sap.com/contactsap)

Studio SAP | 67017enUS (19/12)

© 2019 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See [www.sap.com/copyright](http://www.sap.com/copyright) for additional trademark information and notices.