



Our Product is Service

## Kellogg Company

### Case Study

#### The Challenge

As one of the most storied companies in Michigan business history, Battle Creek-based Kellogg has been a household name across the nation—and world—for generations. With its long history, numerous employees, breadth of operations and various product lines came the need for a robust and talented administrative department that could help support the \$11-billion company's growth. But as the administrative department evolved, Kellogg found itself struggling with the challenge of maintaining document management functions and an efficient mailroom given the massive volume these teams had to contend with each day.

"The sheer volume of mail we receive and the fact that our handwritten records go back to the days of W.K. Kellogg himself make the task of efficiently running our mailroom and document management division a monumental task," said Alinda Arnett, manager of Corporate Records and Archives for Kellogg. "Thanks to EmploymentGroup's Managed Services division and their ability to find the best talent, we have been able to streamline our operations and create an

#### Location

One Kellogg Square  
P.O. Box 3599  
Battle Creek, MI 49016-3599

#### Services Provided

Mail center, employee shuttle, word/document processing, executive administration, document conversion, records management and archival services

#### Challenge

Managing high volumes of mail and records

efficient environment that has enabled both our temporary and full-time employees to thrive."

#### The Solution

With an eye toward reducing Kellogg's legacy costs and increasing employee retention, EG Managed Services began to implement a program that would see that both of the departments were brought under the watch of talented supervisors, while rolling out new technologies to help streamline the massive amount of consumer correspondence.

"Thanks to their dedication to our ideals, the talented employees they have put in place and the outstanding leaders they have brought us over the years, EG Managed Services created a reliable turn-key platform that has enabled me to step away from

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time-consuming human resources duties and focus on running the departments,” Arnett continued. “In addition, EmploymentGroup’s ability to identify new technologies that can more effectively manage our data flow has not only proven to be a cost-saver, but it has ensured we are providing customers with prompt responses and minimizing the risk that sensitive or historical information is lost.”

“Working with a company of Kellogg’s status certainly presented a number of challenges,” said Mark Lancaster, CEO of EG Managed Services. “But with the level of dedication our Managed Services team brings to each of our clients, and our proven ability to become a seamless extension of companies of virtually any size, I knew we would rapidly make a positive impact on Kellogg’s non-core business and gain the opportunity to become a true partner with one of the most recognized names in American business.”

By implementing a series of rolling five-year plans for Kellogg, EG Managed Services has made systematic changes that have helped to streamline the company’s operations and build a strong pipeline of skilled, ready-to-go employees to fill nearly any non-core position requested by the company. In addition to increasing efficiency and document security, these plans have also led to lower turnover rates and created professional development

opportunities for full-time and temporary employees alike, giving them the chance to grow into new roles within the company.

Arnett concluded: “Beyond the people, technology and strategic planning that EmploymentGroup has brought over the years, the most striking part of our relationship remains their willingness to pick up the phone. That open line of communication—feeling like I’m their only client, and that they truly understand the Kellogg culture—is the basis for the success of our collaboration.”