

Grupo Dulcesol

Socialcast Mini Case Study

“Socialcast helps reduce e-mails, increase communication, and is very easy to use.”

– Vicente Sigalat, IT Director, Grupo Dulcesol



Introduction

Grupo Dulcesol, a conglomerate of Spanish companies that started in 1950 as a single local bakery, has grown to an international manufacturer of baked goods and baby food. The company operates primarily in Europe, and the company is organized in a way that requires considerable interaction among various teams to get work done. Critical to operations and success is the ability to collaborate across divisions and manage projects effectively and efficiently.



Business Issue

The company's existing project management tool was outdated, and departmental leaders wanted a modern replacement. In addition to needing a tool that would make it easier for people in different groups or departments to work more effectively together on projects, the leaders also wanted a tool that could potentially promote innovation through increased employee engagement with each other. Moreover, they wanted to avoid deploying and managing multiple, potentially redundant tools, fearing employees might resist adoption if there were simultaneous deployments and insufficient support and training.



Socialcast Solution

Socialcast was initially evaluated and tested internally by Grupo Dulcesol's team of project managers, who focused primarily on the Socialcast Projects feature and functionality. In their evaluations, they realized that Socialcast Projects exceeded their expectations and decided that Socialcast offered all they needed in a project management tool, and they could avoid investing in additional or separate approaches. Thereafter, the IT directors conducted their own due diligence on the platform and universally concluded that Socialcast excelled in ease-of-use and ease-of-setup, requiring only minimal training and maintenance.

Within weeks of implementation, the Grupo Dulcesol launch team found that early adopters of the Socialcast platform used it every day, and found it unequivocally mission-critical for their respective jobs. Even more positive feedback derived from a survey taken six months after Grupo Dulcesol launched Socialcast:

- Improved project team communication and effective collaboration by 20% - 40%
- Improved employees' connection with each other and with managers by 40% - 60%
- Increased individuals' understanding of how they contribute to the business by 20% - 40%
- Increased employees' understanding of the company mission, vision and values by 40% - 60%