



“As our people started to be more engaged with QuickHelp, their engagement, usage, and adoption of Microsoft Teams grew exponentially. Specifically, we discovered that those who went into QuickHelp were three times as likely to use Teams.”

Andrea Johnson
IT Collaboration Tools Adoption
Specialist, PepsiCo

Over 50 years, PepsiCo has grown from a snack and soda company into a collection of global brands including Pepsi and Quaker, Gatorade and Tropicana, Frito-Lay and beyond. Today, PepsiCo is one of the world's most-respected companies with products sold in more than 200 countries and territories and 22 brands that generate more than \$1 billion each in estimated annual retail sales.

BrainStorm activates change and drives software adoption by using technology to empower people and transform organizations. By partnering with BrainStorm, organizations can more confidently map their Office 365 adoption strategies to key business objectives, track user engagement and innovation, and decrease costs. BrainStorm's unique, people-focused approach to digital transformation has set it apart as an industry leader and premier Microsoft partner.

Teams usage skyrockets.

PepsiCo sees Teams adoption grow to 80% in one year.

Vision

PepsiCo® is no stranger to change. But for two IT professionals at PepsiCo, driving Microsoft Teams adoption across 29,000 end users felt like an impossible task. As one of those IT pros, Andrea Johnson knew she needed help to make change stick.

Plan

BrainStorm change experts worked with PepsiCo to strategize use cases and build communication plans around Teams. Entertaining email messages helped spread the word, along with buzz-generating live events that promoted Teams adoption. As PepsiCo communicated about Teams in a fun way, excitement and interest surged.

Scale

PepsiCo then rolled out BrainStorm QuickHelp™ to scale the Teams transition across many thousands of users. Executives viewing usage data were shocked to see that users completing the Teams skill path in QuickHelp were three times more likely to adopt Teams. QuickHelp soon became the number-one site visited at PepsiCo.

Andrea Johnson puts it this way: “QuickHelp is probably the first platform we’ve ever used that is so engaging and asks users questions via strategic polls inside skill paths. People are excited about their tools in a way that PepsiCo hasn’t seen before. We’ve seen our Teams adoption skyrocket since using QuickHelp.”

+50% Teams Usage Growth

By using QuickHelp, PepsiCo went from 30% Teams usage to 80% in one year.

-4,420 Fewer Emails Annually

QuickHelp data predicts a significant drop in email at PepsiCo because of Teams.

+91% Improved Collaboration

QuickHelp users now believe Microsoft Teams simplifies group work at PepsiCo.

Boost your Teams adoption rates at brainstorminc.com.