



Branch Group: Building a Better Future for Employees and Customers Alike

For nearly 60 years, the Branch Group has established the infrastructure, buildings and roadways upon which millions of Americans in the Mid-Atlantic and Southeast regions depend. While world-class in engineering and construction, the company was not a pioneer in the use of digital automation to manage its diversified workforce — until now.

Recognizing that the new economy brings with it new recruiting, hiring, training and compensation challenges, the Branch Group chose to modernize its HR technology platforms with the goal of building a 21st century workforce that is enabled, motivated and managed as thoughtfully as the projects its engineers and project managers oversee.



Hire, Manage and Operate Better with SAP SuccessFactors



Before: Challenges and Opportunities

- Rapid growth of local market creating shortage of skilled construction workers
- Lack of a true HR platform unable to meet organizational needs
- Simple tasks such as creating and filling job openings tedious and required manual intervention
- The customer wanted a platform that could provide superior employee experiences, better visibility into operations and options for handling future challenges

Why SAP and Syntax

- SAP SuccessFactors enables consolidation of job openings, providing recruiters with a unified, real-time view of all job applicants
- SAP provided the functionality a geographically dispersed and diverse workforce needs while Illumiti offered the customer service and subject-matter knowledge needed during implementation
- Key modules in use include Employee Central, Recruiting and Onboarding, Time Off, Benefitfocus, Compensation, Performance Evaluation, Succession Planning and company intranet software

After: Value-Driven Results

- HR managers have greater visibility into workforce performance and better tools for talent acquisition
- In addition to management, field workers now have access to information, communications and training that previously was unavailable
- The new HR platform paves the way for the Branch Group to make gains in other areas, including performance management, diversity and inclusion, succession planning and talent review

“With SAP SuccessFactors we have closed the gap between what workers experience with consumer technology used on the weekends and what they now use Monday through Friday on the job. We are creating a **better employee experience** as a result.

Julie-Beth Vipperman, Chief HR & Marketing Officer, Branch Group

4.9 Million **15**

The number of hours the Branch Group logged in 2019 without a single lost-time injury.

The number of minutes hiring managers now save each time they create a new job opening with SAP.

Featured Partner



Branch Group, Inc.
Roanoke, VA
www.branchgroup.com

Industry
Engineering,
construction &
operations

Products and Services
Civil engineering,
construction and
information technology

Employees
~960

Revenue
~\$400 million

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