

# Transforming Employee Job Satisfaction: How Daisy Brand Empowers Employees with Shiftboard's Scheduling Solution



## Challenge

With 650 employees, Daisy Brand, one of the nation's largest manufacturers of dairy products, needed a scheduling solution that could provide employees with improved visibility into their schedules in both the near and long term. Additionally, leadership wanted to enable more schedule flexibility for employees, including shift trade and shift pick-up capabilities. Daisy Brand also needed to standardize scheduling processes among their managers to improve scheduling efficiency and eliminate ad-hoc methods and manual systems.

## Solution

Working closely with HR and operations leadership, Shiftboard customized an intelligent, automated scheduling solution that enables schedule visibility for staff two weeks in advance. Flexibility options, such as shift trades, give employees more schedule control, helping to minimize work-life conflicts and improve job satisfaction. Schedulers now work through a centralized dashboard that standardizes the scheduling process across the company. With their new automated processes, schedulers now have the ability to continuously optimize the schedule for worker preferences, qualifications, and availability – and can confidently address last-minute staffing changes with great efficiency.

## About Daisy Brand

For more than 100 years and four generations, Daisy Brand has been a family-owned company committed to providing the freshest, most wholesome dairy products. Today, Daisy Sour Cream is the nation's best-selling brand of sour cream. Made with only simple ingredients -- A Dollop of Daisy™ is the special ingredient that can make just about any dish taste better. Daisy Brand is proud of the products they make and continually strives to make them even better. Daisy Brand is headquartered in Dallas, Texas, with three manufacturing plants located across the country.

 For more information, visit [www.daisybrand.com](http://www.daisybrand.com).



“One of the biggest benefits has been the improved communication with our employees. Once they have the information they need about their schedule, they can better plan their lives and even come into work more mentally prepared.”

Tyler Blake, Senior HR Generalist

## Improving Communication with Schedule Visibility

Daisy Brand wanted to give employees better insight into their work schedules, both immediately and into the future. Instead of taking pictures on their phones and posting schedules on their refrigerators at home, Daisy employees now have access to all the scheduling information they need 24/7 via the mobile app or desktop interface. Employees get real-time notifications about shift updates, shift trades, and overtime opportunities, which allows them greater autonomy to manage work with life's obligations. Scheduling communication between managers and employees is streamlined, too, ensuring staff gets the information they need quickly so they can do the best job possible.

## Enabling Streamlined Schedule Management

Operations leaders know employee scheduling changes are inevitable, but managing change with inefficient manual processes hurts productivity. Daisy Brand needed to provide their managers with instant insights about employee qualifications and preferences to empower informed decision-making when backfilling shifts on the fly. Shiftboard's configurable solution matched the way their teams already worked, which was a benefit compared to other scheduling systems that would have required a major rework of Daisy Brand's existing processes. In these ways, Shiftboard gave time back to supervisors so they could spend less time managing schedules and more time leading their teams and improving productivity.

## Results

Shiftboard helped Daisy Brand design an employee scheduling system configured to their exact operational requirements and processes. Not only have their current processes become automated, but the solution also projects future labor plans based on historic data. Advanced schedule visibility, improved communications, and greater schedule flexibility enabled by the solution also vastly improved employee morale and readiness for work.

For more information, please visit [shiftboard.com](https://shiftboard.com).

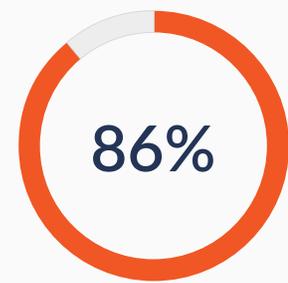
### Shiftboard's Impact



fewer scheduling errors



increase in worker productivity



increase in employee satisfaction

Shiftboard Customer ROI Survey