

# Streamlining Skill Development in a Global Beverage Powerhouse

Discover how HEINEKEN Beverages leveraged Kubicle's tailored learning solutions to unify and enhance the skills of their diverse team following a significant merger.



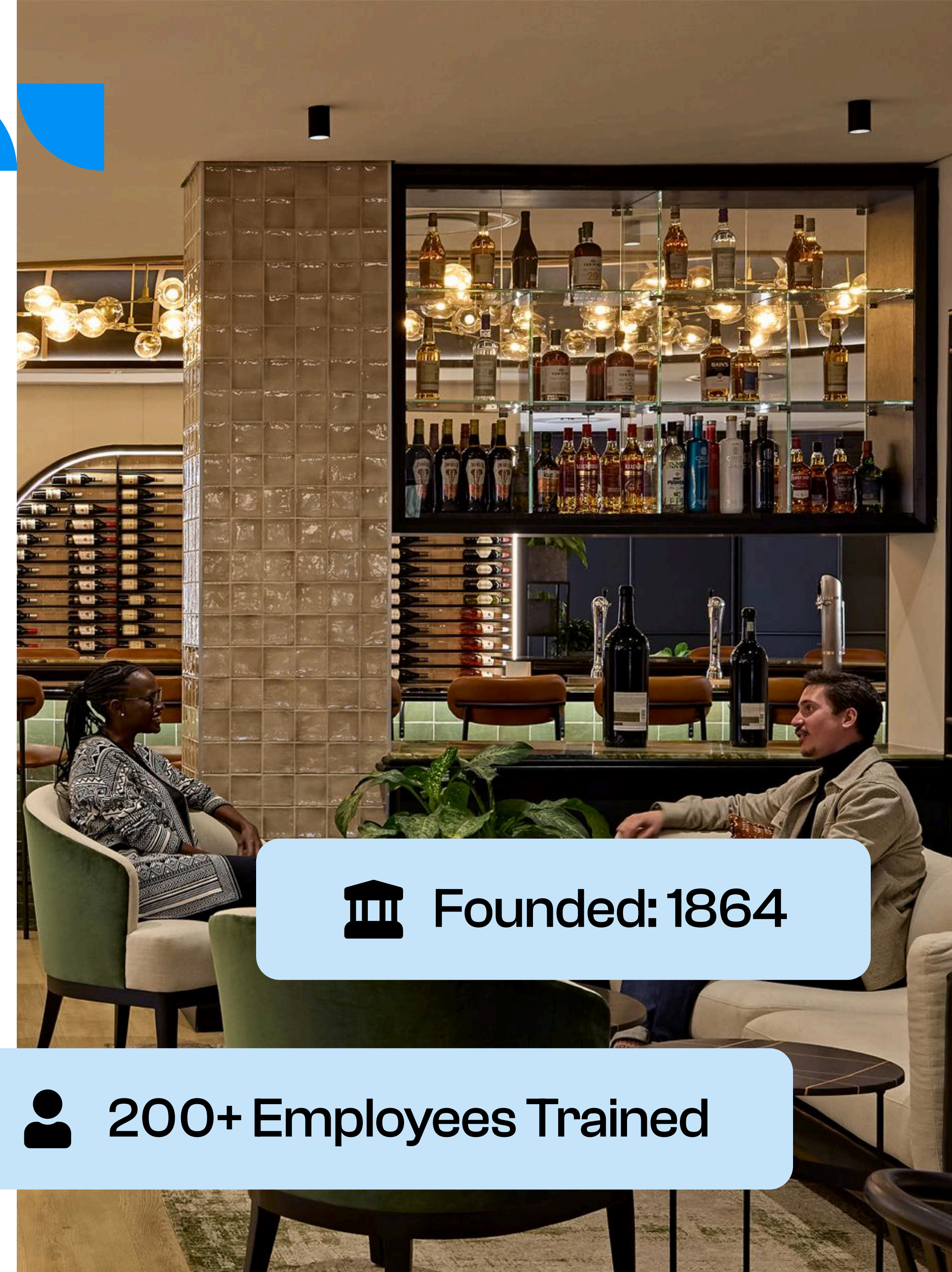


## The Challenge

HEINEKEN Beverages South Africa, formed in 2023 from a merger, inherited Kubicle use from Distell. The company faced a key challenge: a widespread lack of foundational data skills, limiting employees' ability to interpret and communicate data effectively. To address this, HEINEKEN Beverages launched a learning strategy to enhance data competencies across all roles, ensuring a consistent skill level for better decision-making and business growth.

## HEINEKEN Beverages Background

As a dynamic alcohol beverage company, HEINEKEN Beverages boasts an extensive portfolio of brands in beer, wines, spirits, and ciders. With a commitment to maintaining its competitive edge through superior data management and digital innovation, the company places a strong emphasis on upskilling its workforce to keep pace with industry advancements and internal growth demands.



**Founded: 1864**



**200+ Employees Trained**



# The Solution

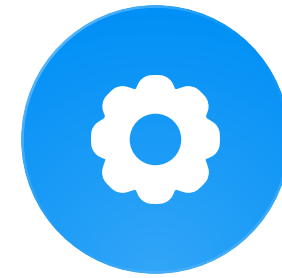
To address these challenges, Kubicle offered a multifaceted solution that began with a comprehensive skills assessment to identify gaps and establish a baseline for development. Following this assessment, customised learning paths were designed for different teams, focusing on essential skills such as data analytics, digital literacy, and project management. The flexibility of Kubicle's platform enabled the creation of specific courses tailored to the nuanced needs of HEINEKEN Beverages' global workforce, facilitating targeted skill enhancement that was both scalable and impactful.

The rollout was supported by a well-structured onboarding process that familiarised teams with the platform quickly and efficiently, minimising downtime and accelerating the learning process. Continuous support from Kubicle's customer success team ensured that HEINEKEN Beverages could maximise the platform's benefits, with regular check-ins and updates that helped maintain high levels of engagement and motivation across the team.





## Key benefits of Kubicle to HEINEKEN Beverages



**Personalised Learning Paths.**



**Improved Data Management Skills.**



**Robust Monitoring and Engagement Tools.**

## The Impact

Since implementing Kubicle, HEINEKEN Beverages has seen significant improvements in the consistency and quality of skills across its teams. As a result of this key project, employees have demonstrated not only enhanced proficiency but also greater collaboration and innovation, receiving commendation from senior management. This success has highlighted the effectiveness of Kubicle's targeted learning initiatives and reaffirmed the value of investing in structured skill development.

HEINEKEN Beverages is committed to continuing its partnership with Kubicle to further enhance its workforce capabilities, ensuring the team remains at the forefront of industry developments. The platform's user-friendly design and the quality of support provided make it a recommended resource for any organization looking to bolster professional skills and achieve strategic objectives. Through this collaboration, HEINEKEN Beverages is setting new standards for excellence and innovation in the beverage industry.



# Learn How We Can Help Your Organization

Contact Kubicle



“Kubicle has been instrumental in our journey towards enhancing our data management capabilities. The ability to tailor learning paths and directly align resources with our needs has transformed how we approach skill development.”

Marilize Pieters,  
Enterprise Information Manager,  
HEINEKEN Beverages