



KANE

ENTERPRISE CASE STUDY

IDEASCALE



Kane

Turning Thinking Into Action

Kane Is Able (KANE) is a leading third-party logistics provider that works with consumer packaged goods companies throughout the United States. **KANE works to deliver quality results in manufacturing, packaging, distribution, and transportation (among its many services).**

To manage a flow of innovative ideas and to ensure that every single one of their associates was easily able to suggest ideas to improve their services, KANE turned to IdeaScale for a single accessible and secure idea management system.

In 2012, as part of KANE's commitment to becoming an inventive company capable of delivering superior service and higher quality to each of its clients, the company outlined new expectations for continuous improvement at KANE. The goal?

- **One idea for every two associates in 2012.**
- **A minimum of 1% cost savings and or revenue growth as a result of associate-generated ideas.**

And after just two months, Kane had met both their goals and had received the same number of ideas that they usually received over the course of the year. Over the course of the next two years, IdeaScale would evolve into an integral aspect of KANE's continuous improvement program that used both Six Sigma and LEAN methodologies.

Now, the program is managed by the Continuous Improvement team which consists of four team members who oversee the work of 70 idea champions and the ideas of over 1,100 employees nationwide.

An associate can share their idea directly within the IdeaScale community or submit a written suggestion which is then uploaded by an idea champion who credits the idea author. **Idea champions spend about one hour a week responding to ideas, researching their feasibility and implementing the most straightforward ideas.** The more complex ideas are reviewed and implemented by the Continuous Improvement team. All ideas are moved through a series of stages that are updated in real-time so that authors and champions are accountable to the progress of an idea.



IdeaScale is now even introduced to associates during orientation where they set-up an account on their first day.

As incentive, associates receive rewards for implemented ideas. The reward is an amount of KANE cash which can be used to purchase items or gift certificates from an online store. Occasionally the team will also encourage competition between various department and regions to see who can generate more winning ideas.

As a result, KANE sees both high levels of engagement and **has implemented numerous suggestions that have resulted in over \$3 Million in company-wide savings.** Improvements include introducing additives to gas tanks, locking in lower heating rates early, tracking safety concerns, changing vendors that are delivering crucial savings, and much, much more.

Now, KANE regularly shares the ideas and progress of each department, their savings, and how the changes implemented affect the entire company.

According to Delraine Franklin, KANE's Director of Continuous Improvement, "**Our prospects see our IdeaScale program as a clear differentiator when it comes to KANE's commitment to continuous improvement.** IdeaScale is the tool that uses crowdsourcing to encourage associate engagement to find and develop the next big thing."

Because of the solution offered by IdeaScale, KANE is now able to rapidly respond to and implement associate suggestions and continue to improve its bottom line at the same time, contributing to the evolution of an entire company. To learn more, visit www.kaneisable.com.