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CLIENT SPOTLIGHT

QUIKTRIP'S HR MODERNIZATION JOURNEY

THE CHALLENGE

QuikTrip, a leading convenience store operator in the United States, faced significant challenges with their legacy HR systems. With rapid expansion into new business lines—including urgent care and car wash services—alongside continued growth of their store network, QuikTrip needed a scalable solution that could keep pace with their evolving workforce needs.

"We had two homegrown legacy systems, one for store employees, one for non-store employees, and neither talked to each other," said Stephanie Byrd, product portfolio manager of employee experience at QuikTrip. With over 26 years of experience across QuikTrip's store operations, HR, and IT departments, Byrd deeply understood the limitations of their 20-year-old systems.

THE SOLUTION

After careful consideration, QuikTrip leaders selected SAP SuccessFactors' comprehensive suite to modernize their HR systems. They liked the platform's extensive configurability and robust capabilities including learning management, succession planning, mobile functionality, and self-service options. QuikTrip opted for a phased implementation strategy, wisely starting with smaller corporate and warehouse populations before scaling to their much larger store operations group of 30,000+ employees.

"QuikTrip chose to do a phased approach with our rollout," Byrd said. "We wanted our corporate and warehouse population to almost serve as guinea pigs... to work out the kinks. And then we released that to the stores."

The initial phase included deploying recruiting, onboarding, learning management system (LMS), and Work Zone modules. This methodical approach allowed QuikTrip to refine their training, change management, and technology implementation before rolling out to their frontline workforce.

INNOVATIVE IMPLEMENTATIONS

QuikTrip leveraged several innovative solutions in their implementation:



SAP's SuccessFactors Work Zone as a central hub:

Designed as a "one-stop shop" for employees, Work Zone serves as the starting point for employees to access information from various SuccessFactors modules and their workforce software. Custom tiles and widgets surface critical information including time off matrices, benefits details, and work anniversaries all in one convenient location.



Employee Central Service Center:

The implementation of "Ask HR," a ticketing system specifically for HR inquiries, has been "really impactful" according to Byrd, providing a structured way to handle employee questions and requests.

LESSONS LEARNED

For organizations embarking on similar HR modernization journeys, Byrd offers three key pieces of advice:

1

"Make sure you have people that know the business processes."

2

"Include people who can think outside the box and who are willing to revamp processes."

3

"Make sure you have enough resources to assist with the project, especially the testing and training aspects."

Byrd also emphasized the value of partnering with Deloitte, whose experience in industry best practices and accelerated implementation was "invaluable" throughout the two-year journey.

THE RESULTS

The HR modernization initiative has delivered significant employee experience improvements at QuikTrip:

Enhanced transparency:

All employees now have equal access to information about different business units, positions, and career growth opportunities

Self-service capabilities:

Employees can now manage many aspects of their employment relationship independently

Mobile functionality:

Nearly full system functionality is now available via mobile devices, which is particularly valuable for their 30,000+ non-desk workers

LOOKING FORWARD

As QuikTrip nears completion of their implementation, Byrd sees this as just the beginning.

"This system has so much room for growth," she said. "Our groups are already thinking about what else we can change, how we can add more features and functionality."

She likens their current state to learning to walk with the expectation that they'll soon jog and run as they become more familiar with the system's capabilities.

For more information about Deloitte's SAP practice and how they can support your organization's HR transformation, visit deloitte.com/sap.

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