

# CASE STUDY



## IMPERIAL BRANDS & ADVANCED KIOSKS PROVIDE A CUSTOM SOLUTION FOR HR

**Overview:** Imperial Brands, a global tobacco leader, addressed a critical communication gap between HR and manufacturing teams by partnering with Advanced Kiosks. Implementing customized Employee Self-Service (ESS) kiosks enabled 33,000 employees across 44 sites to access HR services directly. This solution provided essential HR access for tasks such as payroll and scheduling, particularly benefiting employees without home computers. The initiative streamlined operations, increased employee autonomy, and enhanced efficiency. Despite initial challenges, dedicated training and support facilitated a smooth adoption. The project's success underscores the benefits of integrating technology with HR management, offering both employee convenience and organizational cost savings.

[Imperial Brands](#) had a distinguished HR department and manufacturing team with no means of communication between the two. They acquired the ESS (Employee Self-Service) tools, but needed the hardware to put it all together. That's where Advanced Kiosks came in to create the perfect solution.

Imperial Brands is a multinational tobacco manufacturing and distribution company located in Bristol, UK. They currently have 44 manufacturing sites, 33,000 employees, and products available in over 160 markets. Established in 1901, they have been producing and supplying high quality tobacco for over a century to retailers in the United Kingdom. They distribute brands such as Lambert & Butler, JPS, Davidoff, Richmond, Golden Virginia, Rizla, and Classic.

## THE CHALLENGE

Cian Power and the rest of the executive team recognized a disconnect between the manufacturing employees and human resources. Previously, they did not have a way for employees to complete forms, print MSDS sheets, or check payroll and scheduling. Power explained that, "The key aim was to be able to allow our factory workers to access our HR platform directly, without having to speak to a HR person or a raise a call to our HR service provider."

*What is the single greatest reason you would recommend our kiosks?*

*"The flexibility in configuration, and the support received would be the two main differentiators we see with your kiosks"*

*“The ability to wrap them in our own graphics, the rugged housing and the ability to use our own PC have been our favorite things.”*

This scenario is not uncommon. Human resource departments can often be established in entirely different locations. This makes communication hard to manage as the employee is not able to walk into the office and ask a question. Before installing kiosks, Imperial Brands was new to the idea of automating HR tasks.



“We introduced the kiosks into our factories, to allow self service to our HR platform. We did not have any alternative in place prior to that.” A common problem that falls upon manufacturing is that they have an employee self-service (ESS) portal, but some employees don’t have a computer. Installing a kiosk makes it so the employee can access this needed information on the clock, and regardless of if the employee has a computer at home. After doing some research, Imperial Brands had decided to implement [kiosks as an ESS solution](#).

After that, they had to choose a kiosk manufacturer and decided on working with Advanced Kiosks. They chose us because, “From our review of what was available, it was the most suitable to our requirements – the ability to use our own specification of PC meant we could standardize build, and the inclusion of a scanner was an important requirement for our use case.” Imperial Brands decided to choose kiosks for their solution ultimately because kiosks are flexible enough to accommodate them.

## THE SOLUTION

Imperial Brands had a unique case in the way that they were already under contract for their ESS solution, printers, and computers. They were able to combine their components with the [Document Kiosk](#) to provide a durable option combining their hardware with a kiosk enclosure, kiosk management software, phone, and scanner. Cian’s favorite features of the kiosks were, “The ability to wrap them in our own graphics, the rugged housing and the ability to use our own PC have been our favorite things.” When Imperial Brands first implemented the kiosks, Power said, “There were some teething problems (mostly around user adoption and password issues) but this has been getting better.”



At first, it can be difficult to train so many people at once how to use new technology at work. If someone does not have a computer at home, it is likely that they do not have a lot of technical knowledge. Luckily, Imperial Brands was meticulous in their efforts to ensure that every employee was trained to understand the purpose of the kiosk and how to use its user-friendly interface. They also had a strong support system to guide them through the process. “The support we have received as a new customer

has been a positive experience”, said Power.. Exceptional support services are an integral part of kiosk implementation. Support staff should be a part of the purchase, ensuring that the kiosk owner has the ability to receive assistance for help with technical difficulties and employee training (the few times it is needed).

## THE RESULTS

Power was asked if he had any specific metrics regarding the success of the kiosk project, and this was his response. “We do not have precise metrics, but we have gone from a base of zero self-service to giving employees the option to self-serve their own basic HR questions and information changes.” Imperial Brands did not have a solution at all prior to implementing self-service technology, which made it difficult to collect data on its success. However, they continue to use kiosks for HR on a consistent basis, which leads to the logical conclusion that their kiosks have been a success.



“They have helped us implement a self-service HR solution where we could not identify another alternative that was effective.” As employee self-service kiosks gain popularity, more research is being done to evaluate the positive impact that self-service technology can have on human resource operations. In SHRM’s study, Transforming HR through Technology, “Employee self-service (ESS) is an approach in which employees access and maintain their personal HR data...A well-designed ESS allows employees to make informed choices and to become self-reliant for many HR services. For employees, this means increased convenience; for organizations, this means significant cost savings.”

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Are you ready to start your self-service journey? Reach out to the Advanced Kiosks Sales Department at [sales@advancedkiosks.com](mailto:sales@advancedkiosks.com), call (603) 865-1000 or [contact us on our website](#).

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