

Kubota



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Refreshing Kubota for over a decade

Staff spent **more time on-site**

Staff felt **valued, engaged and connected**

Increase in staff engagement

Drove a positive company culture:

+122%

Increase in product line choice:

+269%

ABOUT KUBOTA

Kubota is a market leading manufacturer of high performance machinery solutions, producing a diverse product range for the agricultural, groundcare and construction equipment industries. The company is also a world leader in the production of engines for Original Equipment Manufacturers, all supported by excellent aftersales services.

Solly Wilson is the Supply Chain Manager for Kubota UK, based in Thame, Oxfordshire and has been with the company for three years. His role covers the managing of purchasing, sales administration, facilities and logistics.

Before the installation of the Express HUB, Kubota's main break area was quite dark with only a couple of tables and chairs and a sofa. The vending offering at the time stocked mainly unhealthy snacks such as crisps, chocolate and fizzy drinks. The coffee machine was of a good standard but didn't quite fulfil all the needs of the business.

In addition to this Kubota had a snacks wagon which came to its Thame site daily, which provided pasties, sausage rolls and sandwiches, but no healthy options. This was decreasing the productivity of staff, as they were leaving their desks mid-morning to catch the van.

Solly noted in the last three to four years, Kubota's headcount has risen by 20-30 percent. For a smaller number of employees, the amount of vending machines previously sufficed, but now Kubota needed something more to cater to the extra staff.

“We spoke to our employees and undertook a survey to find out what they really wanted us to provide, in terms of vending. What came out very strongly was the desire for healthier foods and more variety for vegetarians, vegans and those with allergies.”

- **Productivity**
 - 50 members of staff left site every day to visit a snack van in the morning for approx. 15 minutes = 13 hours loss per day = £4,000 per year.
- **Engagement**
 - Current engagement across confectionary and food vending was 15% = reduction in staff morale.
- **Limited Range**
 - They failed to offer options for Healthy Eating, food intolerances and had a limited fresh food range.
- **Few people have cash**
 - Staff were restricted to using vending machines and a sandwich van that only accepted cash payments.

FINDING THE RIGHT SOLUTION: THE EXPRESS HUB

The Express HUB is an open plan refreshment area where staff can help themselves to products they want before quickly paying at the 24/7 self-scan kiosk. The HUB provides a range of 239 products for breakfast, lunch, dinner and snacks including healthier food choices and hot meals. Kubota believes a healthy workforce is essential as it leads to less sick days and better employee retention, so the justification for more health-conscious food offerings was quite easy for the management team to make.

“When I was explaining the concept of the HUB to my peers, Steph invited us to Express to use its boardroom for our team meeting, so we could show the HUB to Kubota senior management. It made it so much easier. We wanted to do something different and I could show the team exactly what that looked like – words and pictures just don't do it justice.”

“Our company ethos and mantra is; ‘For Earth for Life’. That promotes healthy eating, lifestyles and sustainability. A vending machine with crisps and chocolate just wasn't fitting with this image, so investing in the HUB was an easy choice for us.”

For Kubota, the HUB was an ideal solution as it sits nicely between standard vending options and an in-house canteen.

“Express' role installing the HUB would have only taken about a week for completion, but there were a few internal delays, which meant it took a little longer to set up. However, the actual installation of the HUB was simple and Express was able to work alongside our builders, which made the project stress-free and straight-forward.”

WHAT IMPACT HAS THE HUB HAD IN KUBOTA LIFE?

Kubota extensively refurbished the whole break area as well as implementing the HUB in a central location between their three buildings.

The HUB has allowed employees to make healthy choices when buying food. Staff can now go and buy themselves food like fruit, which couldn't be done with the previous facilities. The ease of buying within the HUB was also a massive benefit and Kubota staff now find they are able to relax in there during lunch, rather than rushing into town to buy food.

Kubota has also used the HUB for external meeting purposes and as a recruitment tool:

“During the interview process, we show candidates around the HUB and use it as a selling point for the company. It's an asset to the business and when people visit our site, I am proud to take them there.”

THE OVERALL SERVICE

The success of the HUB installation and the encouraging impact it's had on employee engagement means Kubota and Express continue to have a very positive partnership and enjoy working together to this very day:

“The feedback from staff has been very good. From the day of its official opening, as soon as we cut the ribbon it's been well-used by all employees. There is a buzz in the area, which is appreciated by all in the business.”

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