

# CPG Company Automates AAP Prep for their Large, Diverse Workforce

## Affirmity CAAMS® Streamlines Reporting Process and Empowers Management

### Business Challenges

When a new compliance specialist joined a large consumer packaged goods company, she quickly identified a number of ways to improve their Affirmative Action program. She found inefficiencies in the Affirmative Action Plan reporting processes as well as a lack of communication and decision support for the management team around the company's diversity initiatives.

And so began the search for a scalable software solution that could not only handle a large and ever growing volume of data for AAP and other government required reports, but also one that could make that information relevant to the managers who can really make a difference in the company's affirmative action and diversity initiatives.

### Affirmity Solution

In the end, Affirmity CAAMS® was selected, which allows the company to automate and simplify its AAP preparation and monitoring with a standardized process. CAAMS automates the completion of Affirmative Action reports with one calculation and only one import of data. It also provides reports and graphs that help the company proactively monitor compliance and measure progress toward its goals.

However, the decision was about more than just AAP preparation. Affirmity stood apart from other vendors because of its market reputation, comprehensive reporting capabilities, consultative support, and strong commitment to the diversity community.

"Affirmity offers so much more than efficient, accurate reporting. They partner with their clients and help them make better decisions to make us better employers. It's not just about the automation and reporting, it's about the relationship," said their company representative.

### Business Results

Since implementing CAAMS, the company has been able to further develop its strategies for both diversity and compliance. With new acquisitions and multiple locations, CAAMS allows them to store all of their information in one place and serves as an easily accessible, yet still appropriately secure, reference to the company's Affirmative Action data.



**Industry:**  
Consumer Packaged Goods



**Headquarters:**  
United Kingdom



**Affirmity Solution:**  
• CAAMS

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CPG Company Representative

Additionally, faster reporting capabilities enable the compliance team to educate managers, better describing their goals and responsibilities. It also gives their team specific outreach ideas to enhance their Good Faith Efforts.

Even more importantly, the system functions as a decision-support tool, enabling managers to make more informed choices about the company's employees, their career paths, and overall growth within the organization. When it comes to Affirmative Action planning and equal employment opportunities, the tool highlights any gaps to give the team a better idea of areas in need of improvement.

According to their representative, "Affirmity gives us an opportunity to provide our managers with an even better understanding of our organization, which in turn helps them make better decisions about our employees."

"This company has truly seized the opportunity to take their compliance program to a strategic level and they are committed to implementing systems and processes that deliver meaningful business improvements," said Jeffery D. Lewis, Managing Director, Affirmity.

With Affirmity, the company has completely revamped its reporting processes, improved its Affirmative Action planning capabilities and empowered managers with the actionable information they need to make important equal opportunity decisions.

### **Affirmity Global Headquarters**

11511 Luna Road, Suite 525  
Farmers Branch, TX 75234

Tel: +1 800 782 1818

[www.affirmity.com](http://www.affirmity.com)

## Contact Us

To learn more about Affirmity CAAMS, visit us -  
or call one of our experts today at:

**800-782-1818 | [info@affirmity.com](mailto:info@affirmity.com)**

## About Affirmity

Affirmity provides a robust portfolio of software, consulting services, and blended learning solutions that help global enterprise and mid-market companies build inclusive workforces so that they can experience long-term business value, while minimizing workforce compliance risk, from their DE&I and affirmative action programs.

Drawing on more than 45 years of experience, our software, learning solutions, and team of experts guide HR, diversity, and compliance teams to easily analyze diversity across the organization, identify gaps and insights into causes, establish and execute goals, and continually track DE&I and affirmative action program effectiveness over time.

A part of [Learning Technologies Group plc \(LTG\)](http://www.ltg.com), Affirmity serves more than 1,100 organizations.

For more, [visit affirmity.com](http://www.affirmity.com).