

“Automation, digital platforms, and other innovations are rapidly changing the fundamental nature of work. In partnership with Moveworks, The Wonderful Company is optimizing its operations and empowering its workforce to work smarter and faster to support digital transformation.”

— **Dennis Paulsen**, Vice President of IT, The Wonderful Company

# Tech meets tradition: The Wonderful Company’s radical digital transformation journey with AI

theWonderfulcompany. → [Case Study](#)

of employees ask Moveworks first when  
they have an IT-related question

**35%**

# The Wonderful Company drives impact at scale from automation

The Wonderful Company, co-founded and co-run by Lynda and Stewart Resnick, is one of the largest and most philanthropic privately held companies in the United States whose iconic healthy brands include FIJI Water, POM Wonderful, Wonderful Pistachios, Wonderful Halos, Wonderful Seedless Lemons, JUSTIN Vineyards & Winery, and more. Every year, the Resnicks invest in education, community development, and health and wellness initiatives across California's Central Valley and beyond, a place-based giving approach that's centered on investing in, listening to, and collaborating with the communities where their employees live and work. Headquartered in Los Angeles, California, Wonderful employees are deeply passionate about building a better world.

Continuous improvement is at the heart of Wonderful's success and is an essential component of the company's corporate culture. To maintain a competitive edge in a resource-constrained business landscape, Wonderful's automation program is designed to train and support its people to be innovators. Further, Wonderful drives innovation and efficiency by empowering employees to embrace new technologies and foster a continuous improvement mindset.

The company's automation journey began upon recognizing the amount of manual, repetitive processes across the business, which led to longer turnaround on time-sensitive activities and diverted from employees' ability to perform value-add activities that truly leveraged their strengths. However, Wonderful's commitment to innovation isn't limited solely to its products. For the company's IT team specifically, which is led by Brenton Brown, director of IT operations and Jeff Czischke, head of intelligent automation strategy, the focus has always been on identifying tools and technologies to optimize operations.

"Our number one priority is to challenge the status quo with every choice we make," said Czischke. "Every day, we ask ourselves, what are we doing? Why are we doing this? Can we do it better? In order to succeed and continually provide high-quality service, we must constantly ask ourselves these questions."

## Squeezing more out of less with automation

In 2022, Wonderful faced a daunting challenge – how to stay ahead of the curve without over-extending its resources. The company recognized that in order to achieve this goal, it needed to focus not only on making products shine on grocery store shelves, but also on supporting the people behind the products.

## Challenges

- Providing a simple IT support experience with limited technology resources
- Implementing a solution capable of eliminating repetitive tasks

## Results

- Three months into rollout, 35% of employees asked the Moveworks bot for assistance first versus submitting a traditional IT ticket
- IT support staff time was significantly freed up by AI, leading to more opportunities to work on high-value projects

## Key Integrations



**Microsoft Teams**  
Chat



**ServiceNow**  
ITSM



**Microsoft Office 365**  
DL

## Bot

Wond-E Bot



After exploring several potential tools, Brown and Czischke realized that automation was the solution to this challenge. Therefore, by leveraging AI, Wonderful employees can focus on more fulfilling work, which in turn, reduces the burden of tedious and repetitive tasks.

With a focus on cross-functional collaboration, Wonderful continually aims to build a more resilient digital workforce to increase employee engagement. Czischke said, "We strive to take the monotony out of work and let people do what they do best. To us, it's simple – we don't want our team to get bogged down with busy work." Ultimately, by providing end-to-end capabilities designed to accelerate productivity, reduce errors, and streamline efficiencies, Wonderful remains focused on a high-impact automation strategy that embraces AI, insights, and digital transformation to drive new levels of performance.

With that in mind, Wonderful sought a solution that would:

- 01 Streamline and unify its IT support system
- 02 Empower employees to easily solve business challenges
- 03 Focus on value-added activities and less on mundane tasks
- 04 Foster a culture of continuous service improvement

## Welcome, Wond-E!

In November 2022, Wonderful introduced an AI-powered bot – Wond-E – to its employees on Microsoft Teams. Modeled off Wonderful's iconic heart logo and with Moveworks behind the wheel, Wond-E has completely transformed how employees receive IT assistance. Now, employees don't have to wait days or weeks for answers, they get them in seconds!

More importantly, Wond-E is not an average chatbot – its sophisticated AI understands the language of work. So, instead of providing a one-size-fits-all solution, Wond-E engages with employees conversationally and individually, automating every step of the IT support process and tailoring solutions to each employee's unique needs.

As a result of the powerful language model that drives Moveworks' conversational engine, Wond-E quickly analyzes employee requests, maps them to solutions across the company's entire digital infrastructure, and delivers relevant snippets of information. Additionally, Wond-E leverages the company's unique organizational chart and backend support infrastructure, to ensure every action and required approval is personalized according to the employee's role, location, and security permissions.

## Moveworks in Action



2 FTE

Help desk agents'  
workload automated by  
Moveworks every month



>500

IT issues resolved by  
Wond-E every month



>1K

IT issues accelerated  
every month

“Wond-E isn’t just a new way to engage with IT, it’s a total transformation,” said Brown. “By providing instant access to information in a conversational format, we empower our people to work smarter and faster. This is a major leap forward for The Wonderful Company.”

## From ideation to implementation in a matter of months

When Brown and Czischke first saw Moveworks’ conversational AI demonstration, they knew it was exactly what they needed to kickstart Wonderful’s digital transformation journey. After consulting various internal and external experts, like Gartner, it became clear that Moveworks could help Wonderful make automation a strategic priority.

Reflecting on his experience with Moveworks, Czischke said, “Initially, I was hesitant about diving into the technology given all the hype surrounding AI. However, Moveworks’ approach was different – they didn’t jump straight into the technology, rather they collaborated with us to understand our challenges and pain points first. Then, using our data to point out gaps, Moveworks helped us establish the criteria for success and showed us the value of their product in a tangible way.”

Regarding the final decision, the team didn’t only launch Wond-E – they also chose to simultaneously build an entirely new “ServiceNow” platform. Talk about ambitious! In partnership with Moveworks, both platforms launched in just over 100 days. Wond-E was a huge hit with employees, thanks to its simple conversational interface. And as an added bonus, the newly standardized service catalog makes it easier for employees to self-service IT requests.

---

“Moveworks solved enterprise AI and tackles challenges other solutions simply can’t touch. The technology is impressively sophisticated and best of all, we don’t need to dedicate a team of developers to make it work.”

— **Jeff Czischke**, Head of Intelligent Automation Strategy

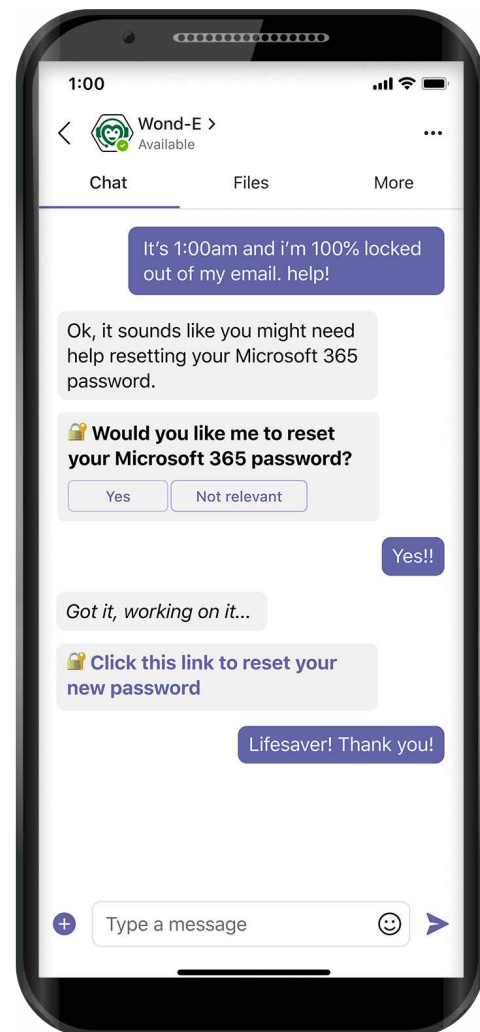
Best of all, since the bot worked out of the box, the IT team could focus on high-value work from day one. Brown said, “Now, we don’t need to dedicate a team of developers to imagine every possible scenario and build out thousands of dialog flows. Essentially, the implementation was seamless and we’re incredibly proud of what we’ve built together.”

## Sparking wonder in the workplace with AI

The power of Moveworks’ conversational AI is no joke – the bot’s ability to break down complex queries completely changed the game for Wonderful. Blown away by the experience, Brown said, “Let’s be real, AI gets thrown around a lot and there’s so much over-promising. But, when a company like Moveworks over-delivers, it’s hard to ignore.”

However, it wasn’t all smooth sailing. The reality is that employees expect fast and efficient solutions with IT support. So when Moveworks first introduced the Wond-E chatbot, which is designed to replace human interactions, expectations were sky-high since employees were used to the previous live chat support system and were hesitant to transition to a chatbot.

Yet Wond-E quickly exceeded expectations and clearly, the decision to transition to the chatbot system proved to be the right one. Wond-E has become the go-to solution for IT support and currently 35% of employees approach the bot first when they need IT assistance. As the first point of contact for Wonderful’s IT



department, Wond-E provides robust IT support and instant self-service, with a fluid hand-off to live agents when necessary. And because it's a bot, it works 24/7, 365 days a year.

## Empowering IT support agents with AI

In the beginning, Wonderful focused on hours saved through automation and to that end, certainly accomplished its early ambitions. Moving forward, the company will pivot towards a more holistic view of the program that's focused on what automation can provide, particularly surrounding accuracy, user and customer experience, and more importantly, enabling employees to advance their careers through upskilling given their freed capacity. The goal was always to move Wonderful's Level One IT support team to a Level Two skillset, to provide help desk agents with the opportunity to get involved in more value-added support assignments. Thus, the employee experience benefits were the cherry on top.

From IT support agents to employees, Wond-E feedback was overwhelmingly positive, with many noting that the chatbot simply makes their job easier. According to Brown, "Wond-E not only showcases our commitment to innovation, but it also frees up our team's time to focus on more meaningful work and improves the overall employee experience. It's a win-win for everyone."

## Continuous improvement is key to digital transformation

Digital transformation is more than just an IT offering – it's a strategy, a mindset, and a culture that impacts everyone – from employees to external partners, customers, and vendors. Without a doubt, implementing any new technology requires a deep understanding of its possibilities and limitations. That's why Brown and Czischke turned to Moveworks to help enhance and accelerate Wonderful's digital transformation journey. By identifying pain points and determining business value at the beginning, the team easily established criteria for the AI's success and leveraged metrics – beyond employee surveys. Additionally, with [Bot Performance Insights](#) from Moveworks, companies can access unique behind-the-scenes insights into what employees typically search for on the platform, which in turn, helps them focus their limited IT resources.

Since digital transformation doesn't have an end state, it is critical to implement a feedback loop, to constantly evaluate and improve the IT experience as it's an ongoing process. Together with Moveworks and Wond-E, Wonderful has established a framework and foundation that easily adapts to change over time. As Czischke said, "It's a journey that never ends, but with Moveworks, we're well on our way to becoming a truly digitally transformed company."

## Accelerating progress in AI and automation brings further opportunities for The Wonderful Company

Wonderful's longstanding commitment to embrace digital transformation and AI sets the company up for success now, and in the months and years ahead. Without a doubt, Moveworks has already helped Wonderful drive digital transformation forward by providing key insights into employee needs and preferences. As a result, Wonderful is currently building on this success and seeks to expand Wond-E's capabilities to become the new Intranet – a single entry point for all employee needs, including HR and IT services.

As Wonderful continues to evolve and adapt to changing external factors, digital transformation will remain a key part of its culture and strategy. The goal is to create a blueprint for the future – to continually innovate, implement digital technology wherever it makes sense, and free up employees' time so that they can focus on high-value work. Given Wond-E's continued development and adoption, Wonderful is well-positioned for future success.

---

"We're a team of innovators who believe in empowering our workforce to reach their full potential. By embracing AI and digital transformation, we're driving efficiency and innovation, as well as elevating the employee experience. As a result, we're setting ourselves up for success now and in the years ahead, and Moveworks is at the forefront of this exciting journey."

— **Brenton Brown**, Director of IT Operations



**Request a demo**

[moveworks.com/request-demo](https://moveworks.com/request-demo)