

Digital transformation

begins at the
employee level

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bluecolibriapp.com

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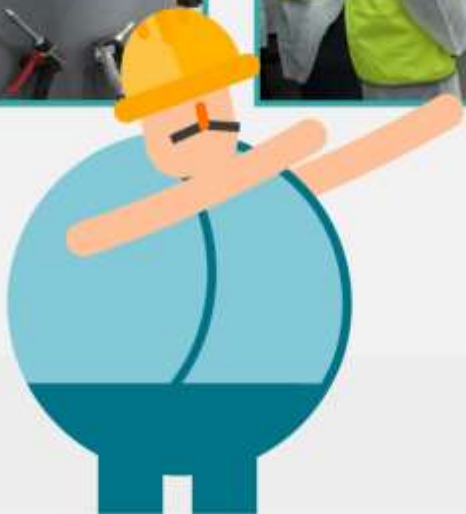
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VS



Digital transformation

begins at the employee level

Everyone should be familiar with the tools of digitization, regardless of company size.





COMMUNICATION



INFORMATION



EDUCATION



ADMINISTRATION

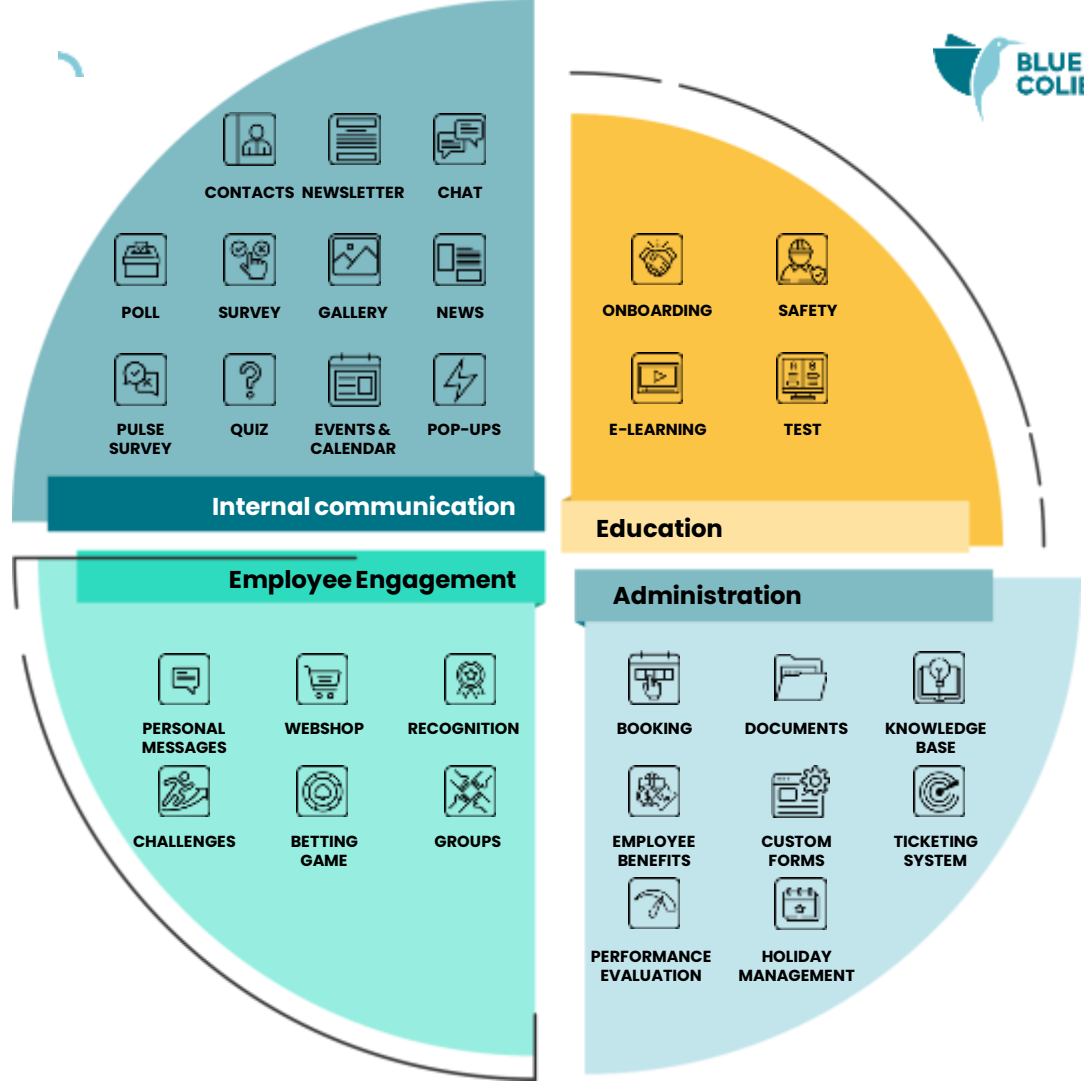


MOTIVATION

**ALL IN ONE
SOLUTION**



**EMPLOYEE
PLATFORMS**



WHAT ARE THE BIGGEST LESSONS LEARNED FROM THE PAST 3.5 YEARS?



1 ORGANISATIONAL CULTURE AND ENGAGEMENT MATTER

▲ HIGH LEVEL OF RESISTANCE

▼ LOW INTEREST IN INNOVATION



Set reasonable KPIs



Create implementation strategy



Ease the administrative burden of employees



Onboard the new colleagues



Make rewards and employee benefits available



2 INVOLVE EMPLOYEES IN THE IMPLEMENTATION ("IKEA EFFECT")



Identify needs, ask their opinion



Vote on the App name



Involve test users -> ambassadors



3 IMPORTANCE OF ADMINISTRATORS



Create continuous contents (personal stories!)



Create templates



Involve all the departments

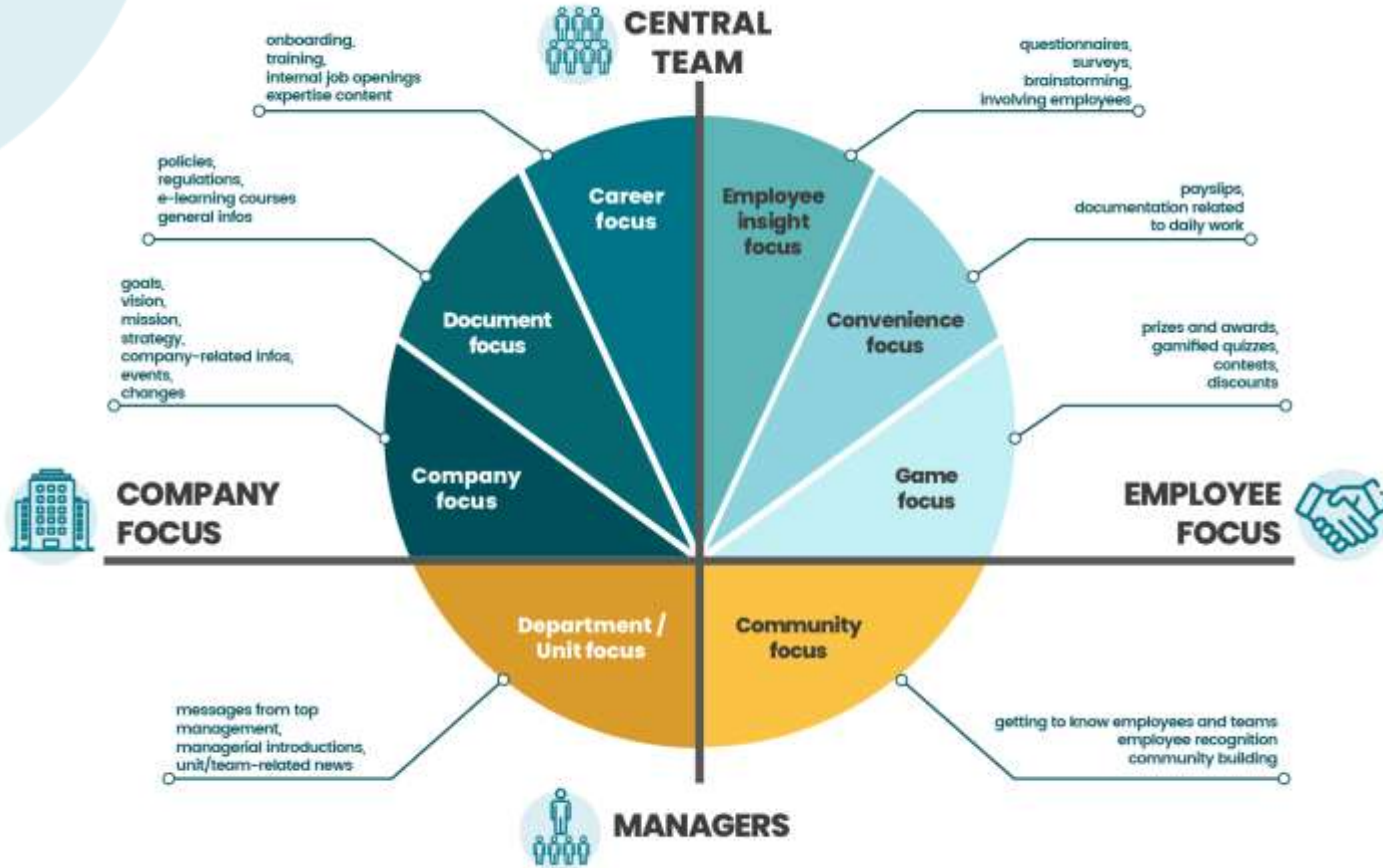


Reduce the importance of other platforms



4

MANAGERS SHOULD BE INVOLVED



**OPPORTUNITIES IN
EMPLOYEE APPS**
**based on the stories of
our partners**





ONBOARDING CHALLENGES

- 20 onboarding challenges in the first 3 months
- Gifts through the webshop





LET YOUR VOICE BE HEARD

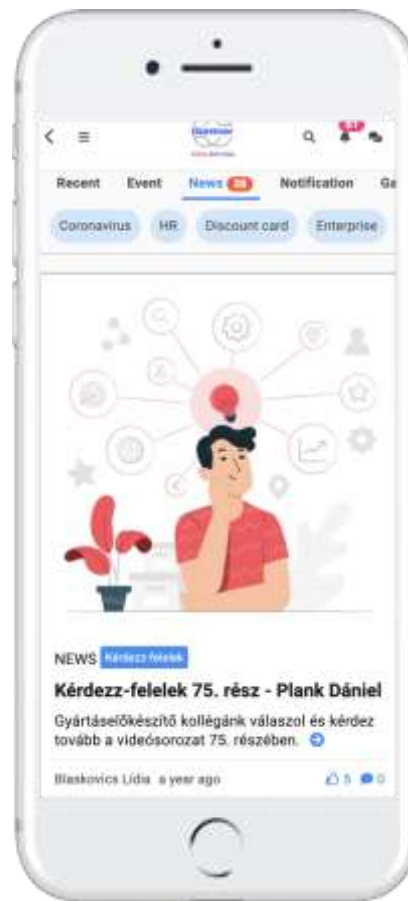
- Submit questions
- Leadership publicly answer all questions in a video or post every week





Q&A VLOG

- More than 100 videos
- Colleagues asked colleagues
- Interesting topics





MOVEMENT CHALLENGE WITH CSR

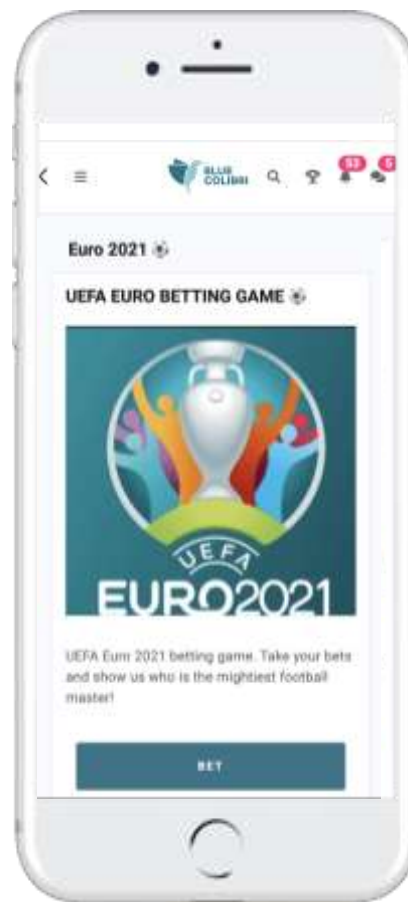
- Movement challenge for points
- Webshop with donation opportunities





FOOTBALL CHAMPIONSHIP BETTING GAME

- 37 partners joined
- More than 10.000 participants





CASE STUDY
Story of Praktiker
Hungary
(Home depot stores)





230

EMPLOYEES



21

LOCATIONS



84%

**BLUE-COLLAR
WORKERS**



42

AVERAGE AGE

BIGGEST COMMUNICATION CHALLENGES BEFORE THE APP



- ● Maintaining team unity in 20+1 locations.
- ● Ensuring the fast and authentic sharing of information.
- ● Creating a direct line of contact between managers and teammates.
- ● Reaching colleagues without business email addresses.





1

WEEK LONG
IMPLEMENTATION
IN MARCH 2020



75%

DOWNLOAD
RATE



>1000

SHARED
CONTENTS

CEO VLOG



PERSONAL STORIES



SURVEYS & VOTES



ACHIEVEMENTS



Digitization of a 20-year-old newsletter, its migration to the app and exceptionally positive reception.

Decrease in email communications.

The path for information exchange, geographic distances have been “shortened.”

The burden of information is no longer on the shoulders of middle management. Information directly reaches 1,600 employees.

CONTACT US



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