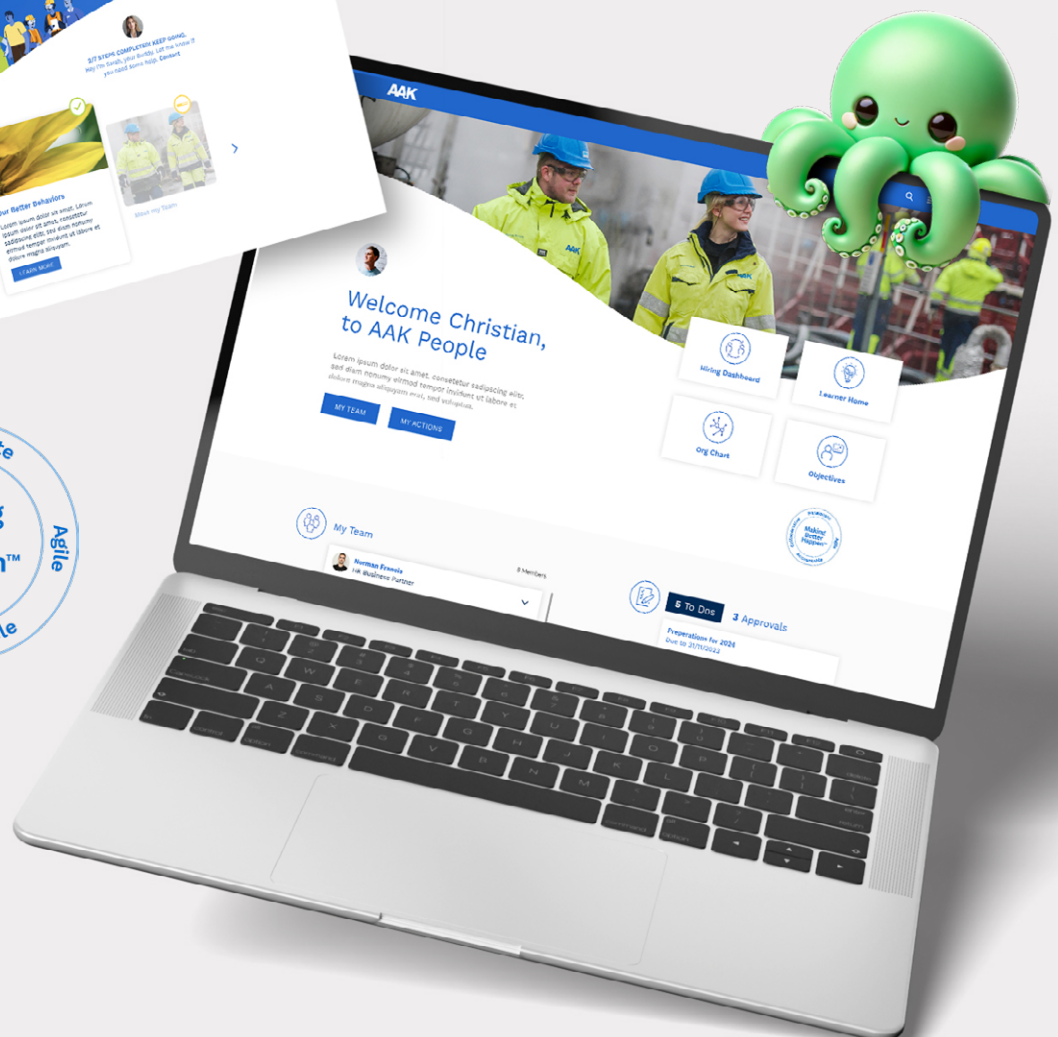


## Case Study

# AAK Enhances Cornerstone with Customizations to Drive Employee Engagement



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AAK partnered with Octily to elevate Cornerstone OnDemand, creating personalized and engaging digital HR experiences that reflect AAK's brand and values. By focusing on employee adoption and cultural transformation, AAK is advancing its sustainability goals and fostering a unified company culture globally. Discover how AAK is „Making Better Happen™“ through its strategic partnership with Octily.

[Read Interview](#)

## Overview

AAK, a 150-year-old global leader in plant-based oils, is headquartered in Malmö, Sweden, with over 4,200 employees across 25 regional sales offices, 16 Customer Innovation Centers, and 20+ production facilities worldwide. Known for enhancing the taste, health, and sustainability of mouthwatering products we love, such as chocolate, ice cream, and baked goods, AAK embodies its mission „Making Better Happen™“ through a commitment to Customer Co-Development and deep industry expertise.

People are at the heart of AAK's business. The company faces the challenge of supporting a globally diverse workforce with five generations of employees working across various functions, from farms to laboratories. A key focus of AAK's HR teams is to foster a unified and engaging company culture, supporting their ambitious sustainability goals, which targets significant improvements in employee engagement, diversity, and inclusion by 2030.



### Learn from AAK

- **Boost Engagement:** Transform Cornerstone into a more engaging platform.
- **Add Brand Identity:** Integrate the brand into the HR experience.
- **Prove HR's Value:** Use data to showcase the impact of HR initiatives.
- **Bridge Resource Gaps:** Work with trusted partners.
- **Personalize Onboarding:** Enhance the employee experience from day one with a global onboarding program

## Challenge

AAK had been using Cornerstone OnDemand for basic HR functionalities, not fully utilizing and optimizing the platform since implementation, and lacked the tailored experience needed to fully engage its diverse workforce across five continents and nine languages. AAK's HR team needed a way to support the company's purpose and employee engagement goals by integrating remote teams and building a cohesive company culture.

Denise Broberg, AAK's new Global People Data Insights Manager, was keenly aware of these challenges when she joined the company. Drawing on her experience as a former Cornerstone Customer Success Manager, Denise saw the potential to transform Cornerstone into a platform that could truly "Make Better Happen" for AAK's employees.

"We are on a cultural transformation journey at AAK," Denise said. "We need to attract, engage, and retain employees on a global scale. To do this, we need to engage our new employees

right from the start, encourage current employees to learn and grow, and support our managers by providing the tools to help shape the new culture. We want to create a new way of working, a new way of behaving toward each other, and create a safe environment for all our employees. We are on a good path."

Fortunately, Denise's experience at Cornerstone had shown her the full potential of the platform. She understood that with the right customizations – such as corporate branding, personalization, enhanced navigation, optimized process flows, and more – Cornerstone could be transformed into a truly engaging tool for AAK's employees.

"When I worked at Cornerstone, there was a buzz in the air amongst Customer Success Managers about the Octily team and how they could transform Cornerstone for our clients. I knew if we wanted to quickly build a beautiful, on-brand, bespoke platform, the right team to engage was Octily," Denise recalled.



## Goals

When Denise joined AAK, one of her first tasks was to contribute to the “People” section of AAK’s 2023 sustainability report, which includes a goal of “Improving the Employee Engagement score by 10 percentage points by 2025.” To achieve this, AAK needed to maximize the use of Cornerstone OnDemand, but the standard platform fell short of their needs.

“One KPI (Key Performance Indicator) is increasing the frequency of employee logins to Cornerstone. Previously, employees engaged once every two months for ‘push’ activities, such as reviews and goal setting. We want to shift this to more ‘pull’ activities, making Cornerstone a place for self-development and interaction with managers.”



**Denise Broberg**

Global People Data Insights Manager  
AAK

Drawing from her experience at Cornerstone, Denise knew that personalized changes to the platform’s design and navigation could transform Cornerstone into a vibrant, engaging tool that employees would seek out regularly.

“Having worked with many clients at Cornerstone, I realized that with the right adjustments, the platform could be much more compelling and user-friendly. But AAK needed an expert partner to achieve these demanding goals. Inside Cornerstone, I often heard about Robert Bucher and his company, Octily, known for delivering impressive results within the Cornerstone ecosystem. It was clear to me that engaging Octily was the way forward,” Denise said.



Human Resources is often one of the last corporate functions to be tasked with demonstrating its value to the company through concrete data. The role of „Global People Insights Manager“ is a growing field within HR, driven by the need to validate HR initiatives and administrative spend with measurable results. This evolution underscores the importance of data-driven decision-making and demonstrating HR’s impact on organizational goals.

Octily supports HR teams in this journey by creating customizations that capture and present key metrics, enabling HR to effectively highlight their contributions and drive strategic outcomes.

### Analytics & Reporting

### AAK’s goals for its customized Cornerstone portal include:

- **Customize the look and feel to align with corporate branding:** Create a platform that reflects AAK’s “personality” and values, enhancing the user experience.
- **Transform the talent experience and HR interaction:** Shift from basic, mandatory tasks to a more engaging, user-driven experience where employees enjoy interacting with the platform.
- **Showcase the HR team’s value to AAK:** Use digital tools to transform and analyze HR processes, providing data-driven insights that demonstrate the impact of HR initiatives.

## Plan and Execution

AAK partnered with Octily to develop a tailored, impactful set of customizations that would make a strong first impression and keep employees engaged. The initial projects included a Custom Welcome Page, Manager's Hub, and Onboarding Page, all designed to align with AAK's brand and cultural transformation goals.

### Custom Welcome Page

Octily designed a personalized Welcome Page that aligns with AAK's branding and values. The page includes personalized elements such as employee photos and names, streamlined navigation, and a rolling carousel of images showcasing AAK's global operations. This feature helps employees feel connected to the broader company and encourages them to return to the platform.

### Manager's Hub

Essential for people leaders, the Manager's Hub provides a centralized, easy-to-navigate page that simplifies HR tasks and provides insights into team performance. It offers consistency across managers worldwide and includes reminders and notifications to ensure no critical tasks are missed.

### Onboarding Page

Octily's creative team developed an engaging Onboarding Page that features a personalized welcome message, a video from the CEO, links to essential HR forms, and content tailored for both desk and non-desk workers. The page ensures a consistent onboarding experience, helping new hires integrate smoothly into AAK's culture.



### Onboarder Experience at AAK

"As soon as you are hired by AAK, you are assigned a 'buddy' within the company to help you navigate your new role and answer any questions," Denise explained.

"We took this concept and integrated it directly into the Cornerstone OnDemand onboarding experience. We add the buddy to the Universal Profile of the onboarder, and with the help of Octily, we made this information easily accessible on the Onboarding Page.

New hires can see their buddy's photo, name, and contact options, ensuring immediate support and connection right from the start."

"When our users experience the pages, I don't want it to be like 'here's another system, and here's ANOTHER system.' It's very important for users to feel they are in a familiar, safe place. With the tailored Cornerstone design aligned with the AAK branding and personality, employees can feel they are in one system. Although it's a technical landscape, with Octily we've created an environment where employees feel they are navigating in the same platform. This will improve the experience a lot for the employee," Denise explained.

## Results

The collaboration between AAK and Octily has delivered a Cornerstone experience that is engaging, on-brand, and aligned with AAK's sustainability and cultural transformation goals. The custom-built pages have significantly improved the employee experience, encouraging frequent use and helping AAK to progress towards its ambitious employee engagement targets.

"AAK and Octily together have created a 'WOW' experience with the bespoke Cornerstone pages," Denise said. "When you look at the page, you FEEL that this is AAK and no other company. We were very focused on the vibe when a user logs in so that they really feel 'this is my AAK, I recognize myself when I log in here.'"

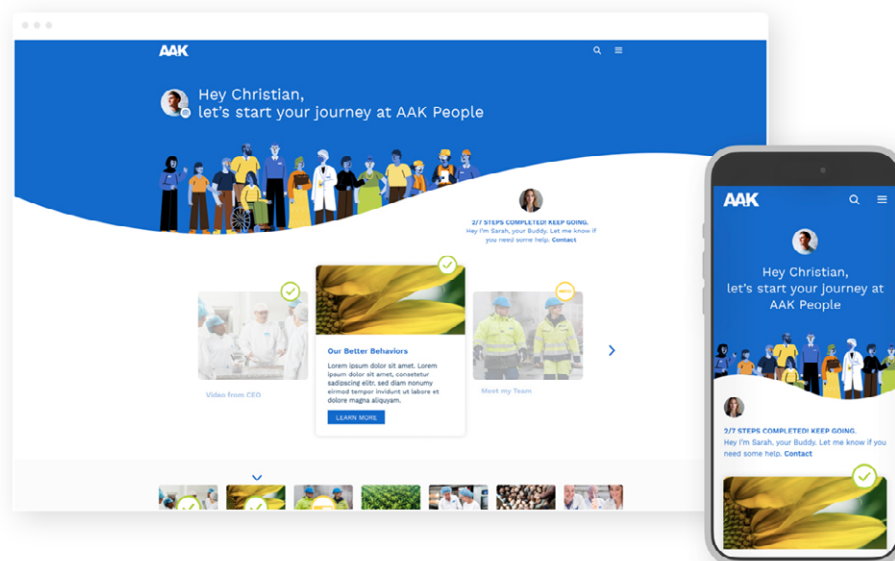
„Working with Denise and AAK was a pleasant and insightful journey. What we saw at AAK is something many of our clients face – a desire to make their HR platforms more engaging and aligned with their unique company culture, but not having the internal resources to get there. We understand these challenges and bring our expertise to create personalized customizations that not only look great but also drive real engagement.”



**Susan Smit**

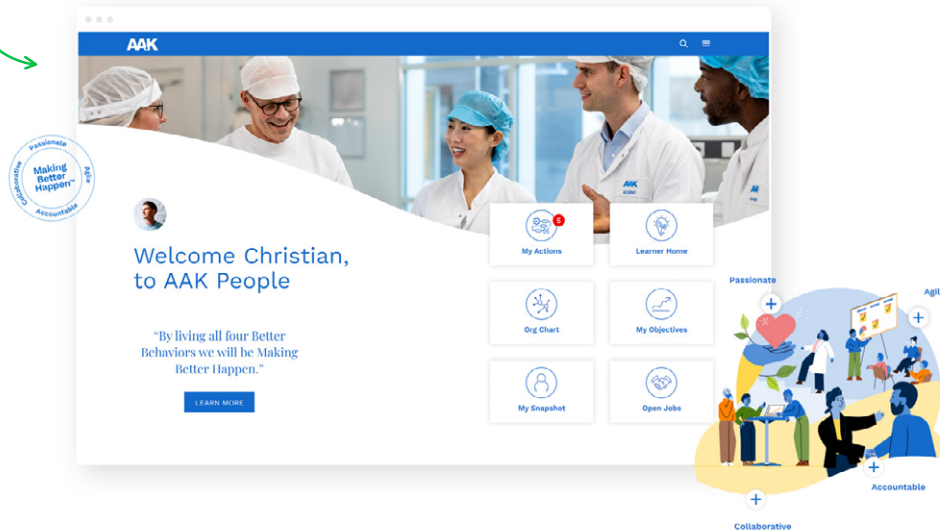
Senior Project & Product Manager  
Octily

Onboarding  
Page

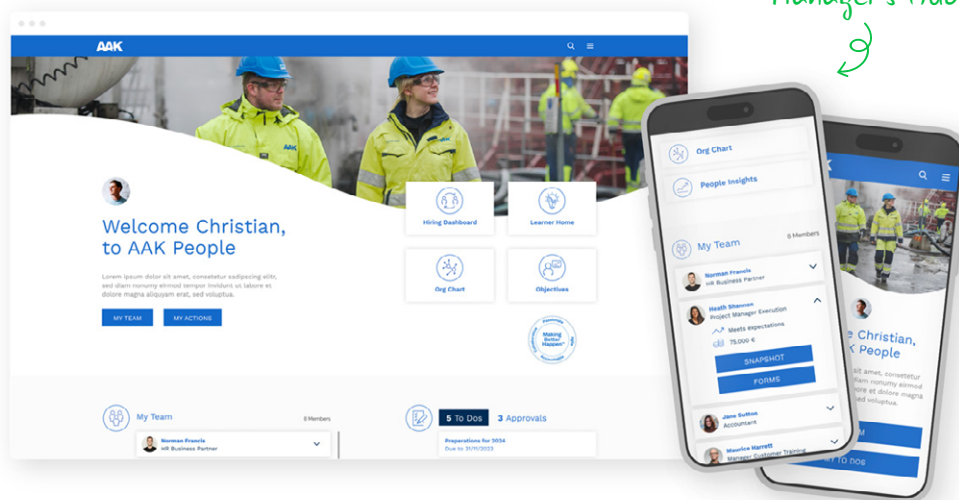




Custom Welcome  
Page



Manager's Hub



“Seeing the impact of our customizations on AAK’s Cornerstone OnDemand experience has been incredibly rewarding. Our focus is always on creating meaningful and personalized experiences that align with each client’s unique needs and culture. By surfacing key elements like the Buddy Program and enhancing navigation, we helped AAK build a platform that employees want to engage with, driving both user adoption and the company’s broader HR goals.”



**Robert Bucher**  
Founder & CEO  
Octily

“The results of the initial Octily customization work have already cascaded to other HR teams inside AAK,” Denise shared. “On experiencing AAK’s new Welcome Page, Manager’s Hub, and Onboarding Page, other HR teams inside of AAK have seen the dramatic improvements to Cornerstone we have realized by working with Octily and have reached out to see if they could work with Octily too. We are now focused on launching these interfaces before the end of the year to ensure that our employees experience the full transformation of the platform.”



### Ready to make Cornerstone OnDemand your own?

Partner with Octily to transform Cornerstone into a platform that reflects your brand and engages your employees. From personalized Welcome Pages to comprehensive Manager Hubs, Octily helps you unlock the full potential of Cornerstone. Join AAK and other industry leaders in maximizing your HR platform with tailored customizations that drive engagement, enhance onboarding, and showcase HR's value.

**Get in Touch**

Or reach out at [octily@octily.com](mailto:octily@octily.com), [book a meeting](#), and create your customization wishlist at [octily.com](https://octily.com) to start your journey.