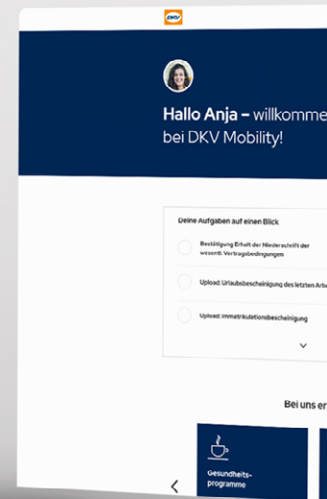
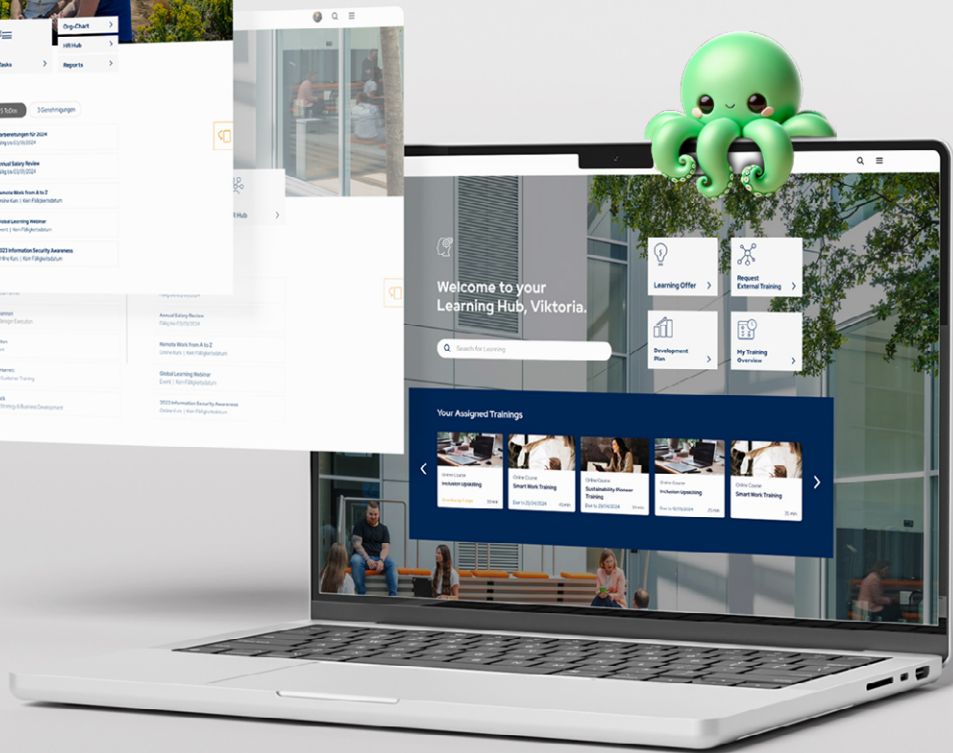
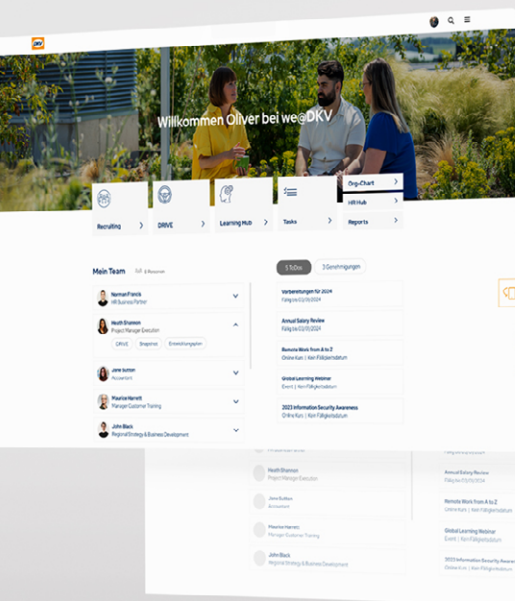


## Case Study

# One Milestone at a Time: How DKV Mobility Used a Phased Approach to Rebuild Its HR Platform



## Case Study

# One Milestone at a Time: How DKV Mobility Used a Phased Approach to Rebuild Its HR Platform



DKV Mobility didn't change its entire HR platform overnight – it built momentum step by step. Since 2021, the company has partnered with Octily to gradually enhance its Cornerstone OnDemand experience, ensuring its digital HR keeps pace with its evolving business. By starting with small but impactful improvements and expanding over time, they transformed Cornerstone into a fully customized, user-friendly platform. Today, it's more than just a tool – it paves the way for an engaging, strategic experience that supports employees at every stage of their journey.

[Read Interview](#)

## Overview

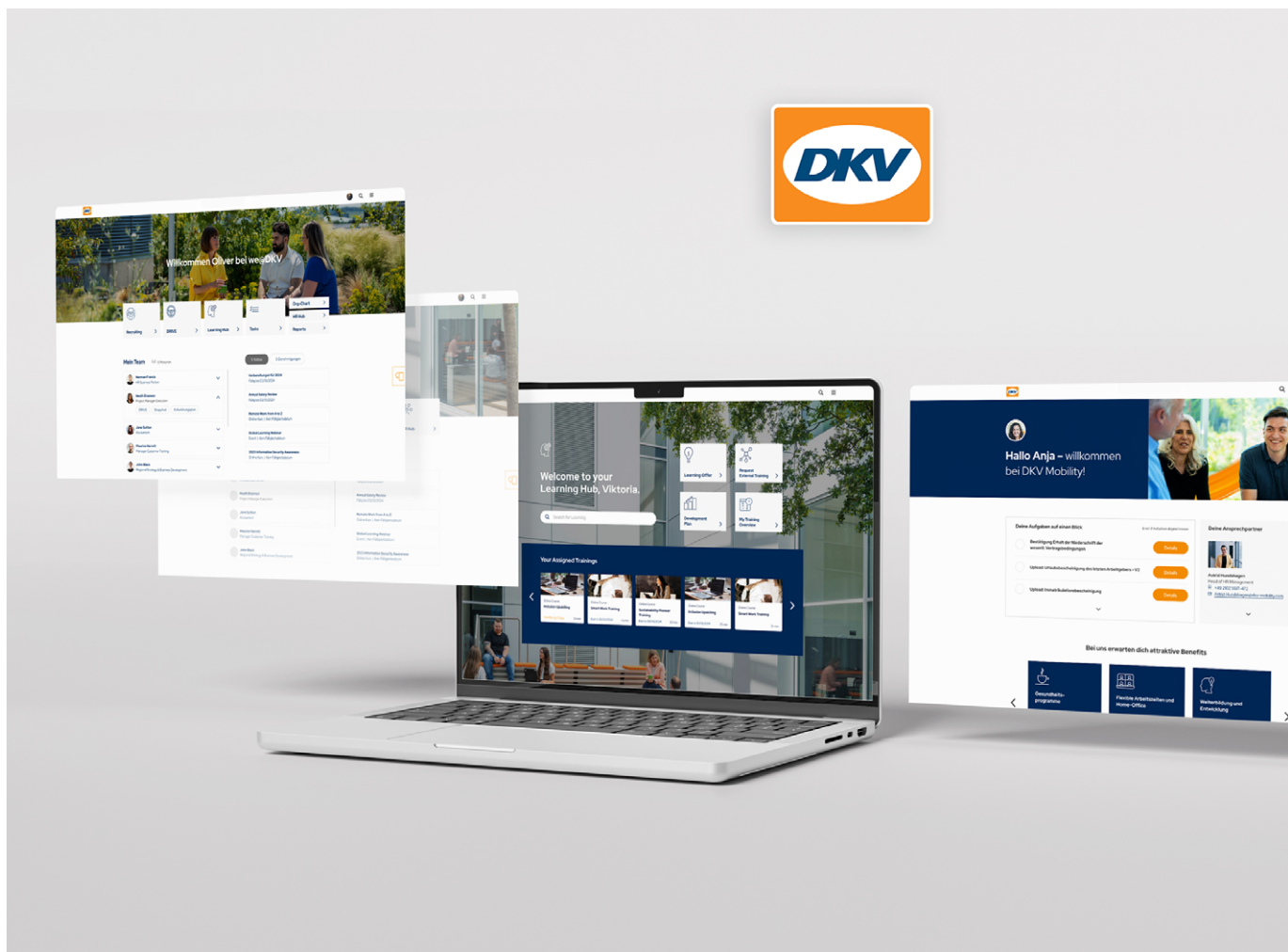
DKV Mobility is a leading platform for international mobility services, enabling businesses across 50+ countries to move seamlessly. With a growth story spanning over 90 years, the company serves 394,000 customers, providing access to 69,000 fuel service stations, 893,000 charge points, and 24,000 alternative fuel service stations. Moreover, DKV Mobility is a leading provider of toll payment solutions in Europe, while also offering mobility solutions including vehicle services at ~35,000 vehicle service stations and innovative digital solutions. In 2023, DKV Mobility processed €17 billion in transactions, generating €714 million in revenue.

### Learn from DKV Mobility

- **Start Small, Scale Smart:**  
Build momentum with a phased approach to HR transformation.
- **Make HR a Brand Experience:**  
Infuse corporate identity into every digital HR touchpoint.
- **Enhance Employee Engagement:**  
Create a seamless, intuitive HR platform that employees enjoy using.
- **Unlock Cornerstone's Full Potential:**  
Go beyond out-of-the-box with strategic customizations.
- **Partner for Long-Term Success:**  
Work with experts to continuously refine and expand your platform. customizations.

As its workforce more than doubled organically and anorganically in the last 5 years to 2,500 employees across multiple countries, it became clear that their digital HR experience needed to match the scale, innovation, and efficiency of their external services. Rather than tackling everything at once, DKV Mobility stayed true to its philosophy of always being in motion and took a phased approach, working with Octily to optimize Cornerstone one key area

at a time. What began as a strategic upgrade to goal-setting and performance reviews gradually expanded into a fully transformed HR platform, complete with custom Welcome Pages, an intuitive Learning Hub, and an enhanced onboarding experience. By building on early successes, DKV Mobility has created a Cornerstone environment that feels effortless, engaging, and aligned with their company's vision.



## Challenges

DKV Mobility's solutions help drive Europe's shift toward more efficient and sustainable mobility. However, while its customer-facing services advanced rapidly, the digital HR experience needed modernization to match the company's growth and ambitions.

To support its expanding team, DKV Mobility adopted Cornerstone OnDemand. Initially, the platform met their needs, but as operations expanded across multiple countries, it began to feel generic and disconnected from the company's identity. At the same time, they wanted to drive the employee experience, ensuring a more cohesive journey as employees navigated different HR systems.

Oliver Krabbe, Senior Specialist in Digital HR at DKV Mobility, was part of this transformation from the start. Having joined when Cornerstone was first introduced, he saw the platform move the company from analog to digital HR – but also how its limitations became apparent over time.

“When we adopted Cornerstone in 2018 we were just around 1,000 employees with 2/3 of the workforce based in Germany. Our needs were simple, and we were able to configure the platform ourselves. But as we expanded to 2,500 employees all over Europe processes became more professional, and our HR platform needed to reflect that. Our out-of-the-box Cornerstone setup felt too generic, and the level of customization required was beyond our internal capacity.”



**Oliver Krabbe**  
Senior Specialist Digital HR  
DKV Mobility



### Award-Winning HR Strategy

For the seventh consecutive year, DKV Mobility has been named a Top Employer\* and rank 13 in Germany of all certified Top Employers – a testament to its ongoing investment in employee growth, development, and workplace excellence.

“Being recognized as a ‘Top Employer’ once again confirms our commitment to creating an environment where employees can thrive – both professionally and personally – through first-class HR strategies and processes. In a highly competitive labor market with increasing demands on us as an employer, this achievement motivates us to continue on our path and invest further in optimizing working conditions for our employees.”



**Jana Eggerding-Tenhagen**  
Chief Human Resources Officer  
DKV Mobility

\* The Top Employers Institute evaluates organizations worldwide based on HR strategy, employee experience, and career growth opportunities.

## Goals

DKV Mobility started working with Cornerstone by focusing on Recruiting and Onboarding before expanding to Performance and Learning. While the HR team implemented new features as they became available, they quickly reached the limits of what they could customize in-house.

“We knew we needed a Cornerstone specialist to efficiently and professionally enhance the system – both in terms of look and feel and the overall user journey,” Oliver continued.

Looking for a partner with deep experience in CSOD customizations, DKV Mobility turned to Octily. With a track record of working with over 88 companies, from well-known global brands to hidden champions in many industries, Octily’s reputation in the Cornerstone ecosystem spoke for itself.

“Octily is well-known in the Cornerstone universe. Their reputation ‘ran ahead of them.’ Choosing to work with Octily was an easy decision.”



**Oliver Krabbe**  
Senior Specialist Digital HR  
DKV Mobility

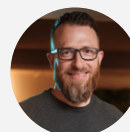
### DKV Mobility's goals for its customized Cornerstone portal included:

- **Professionalizing the HR platform**  
Moving beyond the default look to align with the company’s brand and employee experience goals.
- **Enhancing usability and engagement**  
Creating an intuitive, visually appealing platform that employees actively use and navigate with ease.
- **Reducing HR’s administrative burden**  
Automating workflows to free the HR team from manual enforcement and improve process efficiency.



### HR Platforms Alone Don’t Drive Transformation

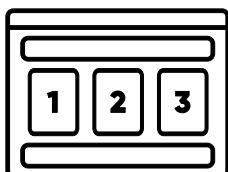
“We found that even in the world’s largest companies, HR teams are often understaffed. Organizations invest in HR platforms like Cornerstone OnDemand to drive digital transformation, yet they often overlook that it takes a village to run them and expertise to truly tailor them. Without internal resources to configure and customize the platform, they soon realize the out-of-the-box approach falls short of expectations. These platforms aim to save millions with a fraction of that investment, but too often, companies underestimate the expertise and fine-tuning needed for real transformation.”



**Robert Bucher**  
Founder & CEO  
Octily

## Plan and Execution

DKV Mobility partnered with Octily to transform its generic Cornerstone setup into a customized, user-friendly system aligned with the company’s HR strategy and brand identity. Rather than attempting a full overhaul at once, they took a phased approach, focusing on high-impact improvements that streamlined processes and enhanced the employee experience.



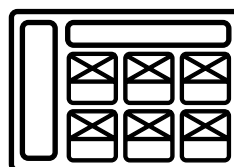
### Performance Module

#### From Annual Burden to Continuous Development

The first major initiative was revamping the Performance Module, a high-visibility HR function impacting all employees and managers. The previous setup was text-heavy, cluttered, and unintuitive, making performance reviews a once-a-year, stressful process. Employees struggled to navigate the system, while HR teams spent excessive time chasing managers for completion.

Octily redesigned the module to support ongoing Performance Development, replacing dense forms and fragmented workflows with clear visual structures, simplified goal tracking, and automated touchpoints throughout the year. Instead of HR acting as the enforcer, the system itself now provides automated reminders and transparent tracking, ensuring continuous dialogue between employees and managers.

“The old annual process didn’t fit the fast-paced nature of today’s workplace. With Octily’s improvements, performance conversations now happen continuously. The process is clear, visual, and engaging – making HR a partner rather than an enforcer,” Oliver explained.



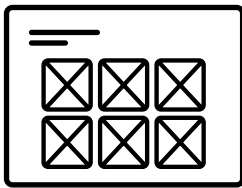
### Learning Hub

#### Simplifying Access to Training

With employee development a key priority, DKV Mobility also created a new Learning Hub to make training more accessible, engaging, and intuitive. Previously, employees were met with overwhelming menus, excessive text, and a confusing structure, making it difficult to find relevant courses.

Octily streamlined the Learning Hub with a clean, visually intuitive interface that organizes content into searchable categories, dynamic tiles, and clear action buttons. The Mandatory Training process was fully integrated with automated reminders, helping managers track team progress and simplifying compliance reporting.

“Our mandatory training completion rates are now close to 100%. With automated tracking and reminders, it’s easier for employees to stay on top of their learning,” he shared.



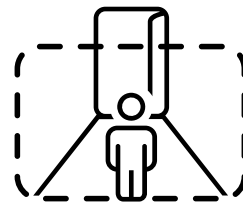
### Custom Welcome Page

#### A More Engaging First Touchpoint

Building on the success of the Performance Module, the next step was enhancing the Welcome Page. Previously, jumping between different Cornerstone modules created an inconsistent, outdated experience that didn't reflect DKV Mobility's professional brand. Employees found navigation cumbersome, and the HR team lacked the resources to improve it internally.

Octily worked with DKV Mobility to create a visually compelling, easy-to-navigate Welcome Page that provides a seamless entry point into the platform. Photos of real employees, personalized tiles, and deep links to key tools make the page feel more human, approachable, and engaging, while maintaining the corporate look and feel. By replacing static, text-heavy layouts with warm, inviting visuals, the new Welcome Page creates an immediate sense of familiarity and connection. A dedicated Welcome Page for Managers streamlines access to team overviews and approvals, improving efficiency for leaders.

Reflecting on the transformation, Oliver highlighted how the new Welcome Page delivered the polished, professional experience DKV Mobility needed. "Our previous Welcome Pages didn't reflect our company's growth, but Octily delivered exactly what we needed."



### Onboarding Welcome Page

#### A Strong First Impression

The final phase was updating the Onboarding Welcome Page to create a cohesive, welcoming experience for new employees. Previously, there was a disconnect between DKV Mobility's modern recruiting process and its outdated onboarding portal. The new page matches the branding of the Welcome Page and Learning Hub, ensuring a smooth transition for new hires.

Now, new employees are greeted with a clear overview of their first tasks, access to benefits, and direct links to key contacts. This small but impactful change reinforces their decision to join the company and sets the stage for long-term engagement.

"A strong first impression matters. We wanted new employees to feel confident they had made the right choice, and Octily helped us achieve that," said Oliver.

# Results

**Review of target achievement 2024**

Christian Smith  
Senior Expert Organizational Development  
1/1/2024 - 12/31/2024

**Meeting regarding target achievement**  
Due: 12/3/2024

**Confirmation of target achievement review**

**Rating on target achievement ("WHAT?")**

Dear Managers, Dear Employees,  
Please take the time here to make a final assessment of last year's target achievement. Here, you have the opportunity to address things that you noticed during the target achievement. The idea here is not to translate the percentage of target achievement presented into a rating, but to factor in comments, external circumstances, etc., and then give a subjective evaluation.  
The scale is to be understood in such a way that 3 stars correspond to 100%.

Back Save and Exit Next

Performance Module

**WE LOVE OUR CUSTOMERS**

One way to implement this motto is to put the needs of our external and internal customers at the forefront of our actions. This means, for example, developing new products according to their needs and involving them as early as the development stage.

Provide your rating: 3 stars (Meets requirements)

Not observable (or not applicable)

Show comments

**RESPECT THE PAST, WELCOME THE FUTURE**

This means, for example, to balance between respecting our strong past and its (great) achievements while remaining open-minded for new developments and a better future.

Provide your rating: 2 stars (slightly below requirements)

Not observable (or not applicable)

Show comments

Learning Hub

Welcome to your Learning Hub, Viktoria.

Search for Learning

Learning Offer Request External Training Development Plan My Training Overview

**Your Assigned Trainings**

- Online Course: Inclusion Upskilling (30 min)
- Online Course: Smart Work Training (45 min)
- Online Course: Sustainability Pioneer Training (30 min)
- Online Course: Inclusion Upskilling (25 min)
- Online Course: Smart Work Training (25 min)

Welcome to your Learning Hub, Viktoria.

Search for Learning

- Learning Offer
- Request External Training
- Development Plan

## Results

DKV Mobility took a pragmatic approach to improving Cornerstone with Octily. As a small HR team, they tackled one project at a time, ensuring continuous improvements that made the portal more intuitive, efficient, and aligned with the company's branding. Over time, their generic, text-heavy platform was transformed into a seamless, visually engaging, and easy-to-navigate solution. More importantly, HR shifted from being "enforcers" of processes to enablers of a more engaging employee experience.

"We knew that Cornerstone was capable of much more than we could implement in-house. Bringing Octily on board was the obvious choice – they had the experience and track record to help us start small, deliver good initial results, and then expand our improvements over time," Oliver commented.

"Working with Octily was a great experience. Their team asked the right questions, truly understood our needs, and had deep technical expertise on how Cornerstone works behind the scenes. They're not just designers – they know exactly what is possible within Cornerstone's framework. If Octily says, 'We can do it,' it will be done."

Octily's flexibility and responsiveness were key to the success of the project.

"We found the Octily team easy to work with. From the start, they really listened, picked up on our ideas, and understood what we wanted to achieve. They were available on short notice and always adapting to our needs – typically responding with, 'OK, we will take care of that.' While other Cornerstone partners focus on configuration, Octily is the ultimate creative studio that adds the final, defining layer – blending UI/UX, branding, storytelling, and

"HR has changed dramatically in the past 10 years, and it plays a much bigger role in business success. Recruiting used to be limited to job seekers within 50 miles of headquarters – now it's global and highly competitive. Employees today care just as much about benefits and development as they do about salary. To be a 'Top Employer' and retain talent, HR must continuously adapt to the changing workforce and create an environment that supports employees at every stage."



**Oliver Krabbe**

Senior Specialist Digital HR  
DKV Mobility

"Working with DKV Mobility has been an incredibly rewarding journey. From day one, Oliver and his team brought a clear vision, an openness to new ideas, and a true commitment to making their HR platform the best it could be. Seeing Cornerstone evolve from a standard setup into a fully customized, intuitive, and beautifully branded experience is always a proud moment for our team. Long-lasting partnerships like these – where collaboration, trust, and creativity come together – make our work truly fulfilling."



**Simen-Ling La**

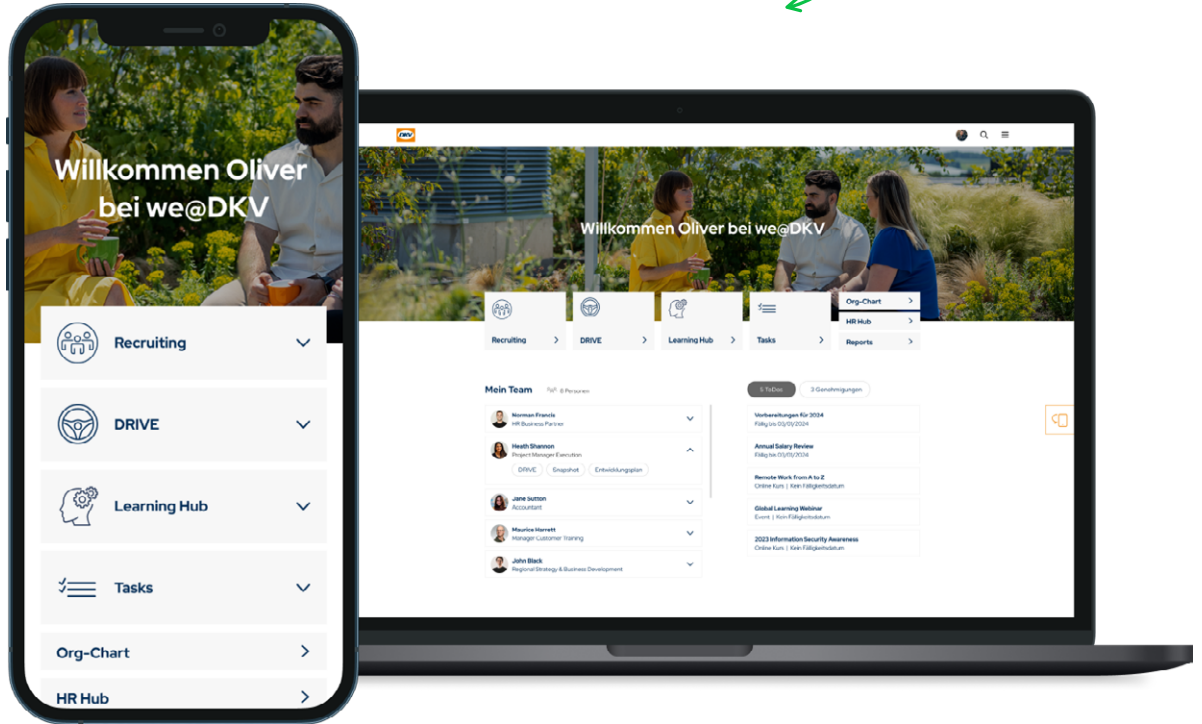
Senior Project Manager  
Octily

development to turn bare functionality into an intuitive and engaging experience," Oliver said.

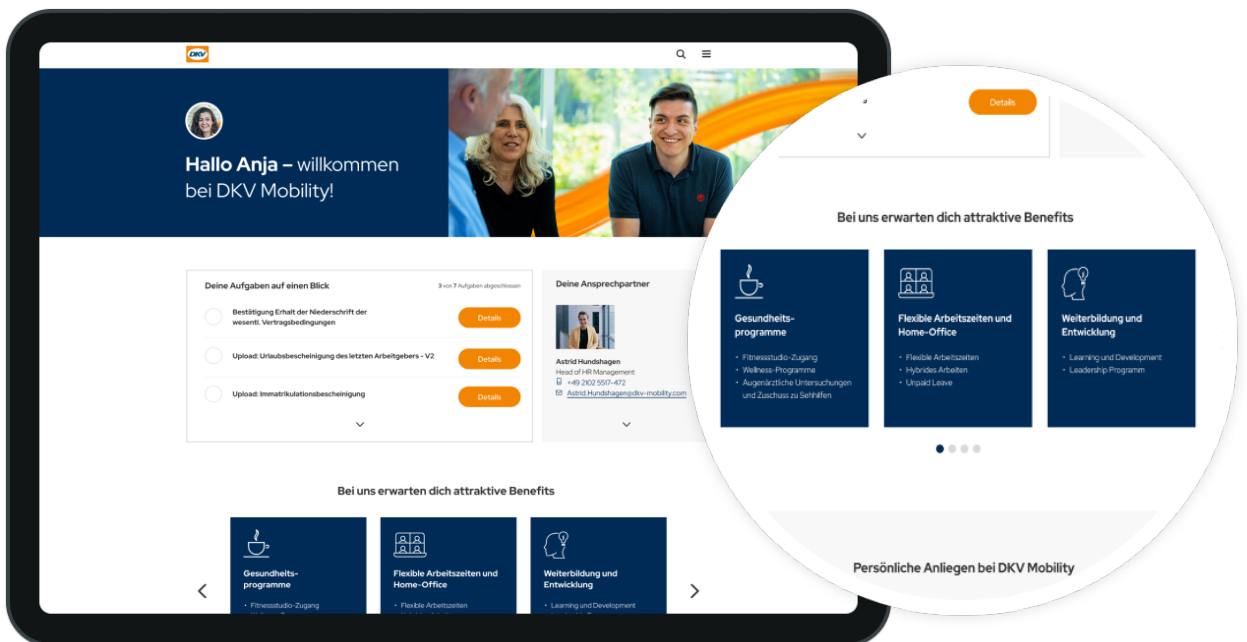
He continues, "Even with a full workload, Octily makes time for us. They are always open to new ideas open to new ideas, and every interaction is positive. There's a lot Octily can make possible within Cornerstone and beyond."

# Results

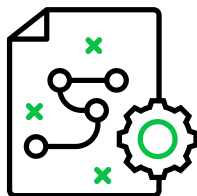
Custom Welcome Page



Onboarding Welcome Page



## Oliver's Advice for Organizations Considering Cornerstone Customization



### Start with a clear strategy

Cornerstone should evolve alongside your company. Define your HR priorities upfront so your platform stays aligned with your business.



### Keep it simple

Many out-of-the-box Cornerstone pages are overloaded. A clean, streamlined interface improves usability – especially for employees working across multiple systems.



### Leverage internal design expertise

If your company has a design, UI/UX, or marketing team, involve them early. Their insights and resources can help shape an HR experience that truly reflects your company's values.



### Think beyond HR

Interview employees and managers from different departments to ensure the platform works for everyone. Breaking out of the HR bubble leads to higher adoption and better integration across teams.



### Shift HR's role

Move away from being “enforcers” of processes and become **strategic** enablers who support employees, managers, and the company with tools that make their work easier.

# Ready to make Cornerstone OnDemand your own?

Partner with Octily to transform Cornerstone into a platform that truly reflects your brand and engages your employees. Whether it's personalized Welcome Pages for employees, managers, or new hires, audience- or initiative-based Custom Pages, beautifully designed Career Sites, or anything in between, Octily helps you unlock the full potential of your HR platform. Join DKV Mobility and other industry leaders in enhancing onboarding, improving employee development, increasing engagement, and showcasing the true impact of HR.



## Visit our Website

Want to dive deeper into our offerings? Check out our brand-new website.

[Visit our Website](#)



## Send an Email

Got something specific in mind? Drop us a line and we'll get back to you in no time.

[Send an Email](#)



## Book a Meeting

Prefer a quick, 30-min introductory face-to-face video call? Find a timeslot that suits you.

[Book a Meeting](#)