

Case Study

Electrolux Customizes Cornerstone to Roll-Out Global HR Initiatives with Maximum User Engagement



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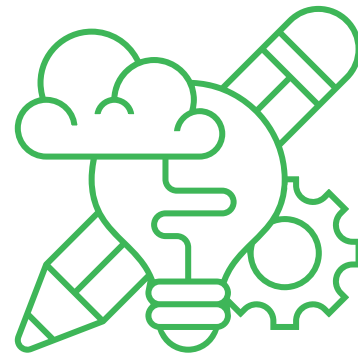
Electrolux Customizes Cornerstone to Roll-Out Global HR Initiatives with Maximum User Engagement

Electrolux selected the leading cloud-based solution for human capital management, Cornerstone OnDemand, for its global team of 50,000 employees in 2015.

During initial configuration and roll-out, they learned that Cornerstone delivers plenty of options right out of the box, but that there is something essential missing – a piece of the puzzle almost every cloud solution lacks: **Individuality. Or better: Personality.**

What about our logo? Our colors? And our 100-year heritage? The Electrolux HR team knew its employees were proud of their company and were used to the corporate “look” on official human resources communications, pages and documents.

What do you do when the functionality is right, but the look is wrong, the user journey doesn't match your existing workflows, or a page's most important button is too small and hidden? If it's too far off from what employees are used to, they will use the software, as they must, but they won't like it. This dislike erases much of the value of what HR has provided. Electrolux HR needed to do more ... to go from good to great.



About Electrolux

Electrolux, headquartered in Stockholm, Sweden, is a 101-year-old-company famous worldwide for its full range of household appliances. Being successful for over 100 years requires continuous innovation and transformation, by embracing new technologies and processes that improve efficiency and productivity. This innovationmindset impacts the way Electrolux consumer products are designed, developed, and manufactured, as well as the way people at the firm are managed and motivated.

www.electroluxgroup.com

THE CHALLENGE – “OUT-OF-THE-BOX” WON’T BE TAILOR-MADE

Electrolux, as a global corporation, has a key focus on increasing efficiency through digitalization, automation, and modularization. To enable HR digitalization across the enterprise and to the external world, Electrolux selected cloud-based Cornerstone, a global leader in Cloud Human Capital Management (HCM).

In 2015, Electrolux deployed the Cornerstone solution as its core Human Resources Management platform, to administer a range of HR interactions with digital processes and tools.

From Learning to Performance and Compensation Management, Cornerstone’s “out-of-box” functionality was exceptional, but it was also a generic solution. While Electrolux could make small software configuration tweaks and customizations in house, the software fundamentally works, looks, and acts the same for all of its customers. Soon after global deployment, the HR team found that while managers and employees liked the new, comprehensive, digital approach to HR, they wanted a more familiar, friendly, personalized experience.

Christian Bengtsson-Rossby, Electrolux Director of Digital HR, managed the Cornerstone global rollout, and then was ready to do more. His goal:

“Create a custom, Electrolux-brand version of Cornerstone that provides an exceptional experience to the worldwide team, one that incorporates the familiar look-and-feel and provides a user interface that is inviting, easy-to-use, and fun.”

Christian Bengtsson-Rossby
Electrolux Director of Digital HR



In addition, the Electrolux team knew that Cornerstone had many “hidden capabilities” that, if they could be teased out, would extend Cornerstone’s value and provide employees and managers with an even more powerful HR experience. If someone just had the special knowledge and experience to make it work ...

THINK OUT OF THE BOX

THE IDEA – MAKE IT PERSONAL, MATCH THE BRAND & OPTIMIZE THE USER JOURNEY

To stretch Cornerstone to its fullest, Electrolux turned to Octily, the premier provider of Cornerstone customization.

“Once we began to work with Octily, we realized that we could take Cornerstone to another level,” said Christian. “We always put our employees and their journey first. With Octily’s help, our possibilities are endless – from small adjustments of layout, colors and fonts, to full page redesigns according to our corporate design, additional

imagery here and there, descriptive texts, or even consolidated data and content from all kinds of sources on a single page – to minimize the time our employees need to search for the right content.”

Christian continues, “When we opened the door with Octily and walked through, we had to really prioritize, as with their special skills they seem to be able to do anything with Cornerstone to improve all the routine tasks we ask our employees to do.”



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THE PLAN & EXECUTION – TACKLING ONE AREA AT A TIME

Custom Forms

Electrolux' first project with Octily was to improve the look-and-feel of their Short-Term Incentive (STI) form. Special, personal acknowledgement for bonus pay is always a great moment during employee's yearly review cycle. Unfortunately, by default, custom forms in Cornerstone are quite generic – to allow their use for a number of data collection tasks. That's why they simply can't provide the sense of accomplishment and appreciation a bonus should deliver. Octily personalized each employee's experience of earning their bonus, by creating a complete page redesign, based on Electrolux HR teams' ideas.



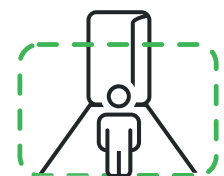
Annual Salary Review

Annual Salary Review: Octily worked with the Electrolux team to improve the appearance of one of Cornerstone's most used Compensation tasks: The Annual Salary Review – with colors, imagery, and incremental functionality – like calculations and extra hints. Octily also made sure the form became responsive to the browser window to improve usability on different screen sizes. The result is a seamless experience for employees and managers across complementary forms: salary review, performance, and bonus.



Manager's Hub

The biggest milestone yet, and a perfect example of what's possible if Cornerstone clients prioritize user experience and efficiency. Electrolux and Octily worked together to create a unique Manager's Hub – a Custom Welcome Page. The Hub is a contemporary digital dashboard that provides managers with real-time, consolidated HCM information – all on one page – about their team. The Hub gives managers instant access to overview metrics, personal information, performance and talent ratings, links to individual transcripts, goals, compensation statements, and manager's actions and approvals.



“With the Manager's Hub, everything is visible on the first page after login. The entire HR process for the team is managed from the dashboard: salaries, performance reviews, bonuses, goal setting, etc.,” Christian said. “Managers are now able to take action and make approvals right inside the Hub. They not only see what they have to do at a glance, they also don't need to browse for their tasks on dozens of sub-pages. This has streamlined the process and created a very positive experience for our managers.”

THE RESULT – A GREAT EXPERIENCE FOR ALL EMPLOYEES

Digitalization has roared into the HR space and the Cloud HCM category is in flux with new entries and mergers of major solution providers. In parallel, the Cornerstone solution is constantly changing and growing as more functionality moves to the cloud. Keeping up with the speed of change can be daunting.

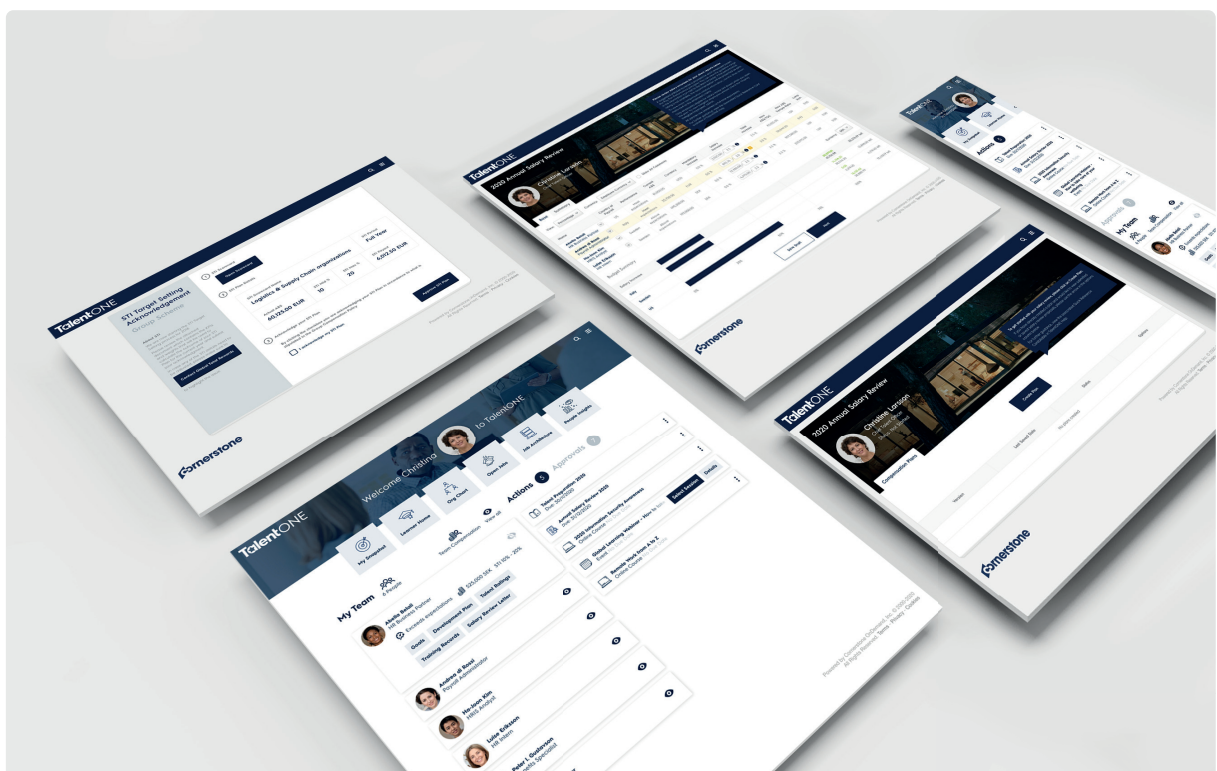
“Customizing software, that wasn’t designed to be customized, can be a challenge – but the benefit far exceeds the investment,” Christian said. “The optimization Octily has done for us has made a big difference to our end users and their impression of working with Cornerstone.”

“When we need a proven specialist in Cornerstone, we turn to the experts at Octily. They are on the leading edge of Cornerstone development and leverage a unique expertise in their work. Their proven skills are unlike any others we have found,” Christian said.

“With Octily, we have a trusted partner on our side who understands our needs, responds to our tight schedules, and cheerfully adapts to our ever-changing requirements. We look forward to continuing our work with the Octily team.”

About Cornerstone

Cornerstone is the world’s leading people development company. Cornerstone believes people can achieve anything when they have the right development and growth opportunities. They offer organizations the technology, content, expertise and specialized focus to help them realize their people potential. Featuring comprehensive recruiting, personalized learning, modern content delivered in the flow of work, development-driven performance management and holistic workforce data management and insights, Cornerstone’s people development solutions are used by more than 3,640 global clients of all sizes, spanning more than 40 million users across 187 countries and 43 languages.



OUR OWN TWO CENTS – WORKING WITH THE ELECTROLUX HR TEAM

“Of course, I know what you think – case studies are written to shine. But it’s true. While it wasn’t easy to customize Cornerstone the way Electrolux asked us to, we almost always found a way to fulfill their wishes. It has been a great pleasure to see how Christian and his team tackle their daily challenges, with the goal of bringing their well thought-of HR processes to the masses. Their approach, always putting the employee’s HR journey first, screams for imitation by other value-based firms. They start with squeezing the best they can out of their out-of-box cloud solutions. Only then, if they reach a dead end, they turn to customization.

Robert Bucher
CEO of Octily

And, they don’t stop until they reach their goal: The best user experience possible. The results – maximum user engagement, happier employees and proven value added to the business.”



PLAN YOUR PROJECT

If you are curious about what’s possible for you and your business, please feel free to reach out to octily@octily.com or learn more about us at octily.com.