

## Case Study

# "All in" on Engagement: How OlyBet Revamped Their Employee Experience



## Overview

From the start, OlyBet approached its Cornerstone journey with a bold, strategic vision. The purposely rebranded People Department knew that in a hypergrowth phase, building culture was essential. Partnering with Octily, they brought a super-motivated team full of big ideas, eager to embrace change and put people at the heart of every step.

The successful Career Site launch sparked even bigger ambitions, creating a consistent, branded journey that reflected OlyBet's core belief: the people are the company. Together, OlyBet and Octily shaped a dynamic, people-centered platform through an energetic, creative collaboration. Today, that vision connects candidates, new hires, and employees across every stage – proving that with the right game plan, Cornerstone becomes a true engine for culture, engagement, and growth.

[Read Interview](#)

OlyBet, part of Olympic Entertainment Group, is one of Europe's leading brands in sports entertainment, betting, online gaming, and gambling. With more than 150 casinos, 100+ sports bars, and a growing digital presence, the company connects with customers, fans, and employees across 7 countries through a blend of in-person and online experiences.

People are at the heart of OlyBet's success. Rebranding the HR team as the People Department, they took on a broader role as the driver of corporate culture and employee engagement. Colleagues are proudly called **All Stars**, and the team's mission is to nurture belonging and engagement at every level.

In 2021, OlyBet entered a hypergrowth hiring phase that placed significant pressure on locally managed HR processes. To unify and elevate the employee experience, Kairit Rebane joined as Corporate Employee Experience Coordinator and led the rollout of Cornerstone OnDemand.

## Learn from OlyBet

- Start With a Bold Vision:**  
 Define clear cultural and / or strategic business goals from the outset – even when building step by step.
- Put People at the Center:**  
 Design every HR touchpoint to reflect that your people define your company's success.
- Amplify the Employer Brand:**  
 Create a consistent, on-brand experience across career sites, onboarding, and recurring tasks.
- Build for Engagement and Growth:**  
 Shape Cornerstone into a dynamic, evolving platform that supports connection, culture, and long-term success.

## Challenge

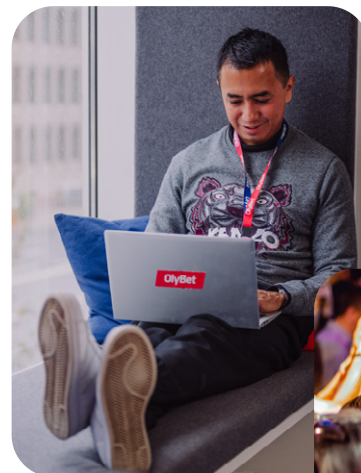
When Kairit stepped into her role, each country was still running HR processes independently. The goal of introducing Cornerstone was to bring everything into one unified platform that would manage the entire employee life cycle – from recruitment and onboarding to learning and development.

The first key priority was onboarding – at scale. OlyBet's team size grew rapidly, from 2,000 employees to over 2,500, a total growth rate of 25 %. The sharp increase required not just process alignment. It also demanded a shift in how people experienced HR at OlyBet.

While Cornerstone provided a solid foundation, the platform on its own didn't reflect the company's energy or its people-first culture. The experience needed to feel intuitive, reflect the brand seamlessly, and actively engage employees in their daily work.

OlyBet explored several potential partners and ultimately chose Octily for their deep experience with Cornerstone and a proven ability to deliver both functionality and design. With a portfolio spanning 90+ global clients – from well-known brands to hidden champions – Octily offered the unique blend of creative approach and technical know-how to bring OlyBet's vision to life.

To help OlyBet jumpstart their big plans without the weight of a large upfront investment, Octily introduced their flexible subscription model. This gave OlyBet the freedom to roll out major customizations right away, while setting the stage for a long-term partnership focused on continuous improvement.





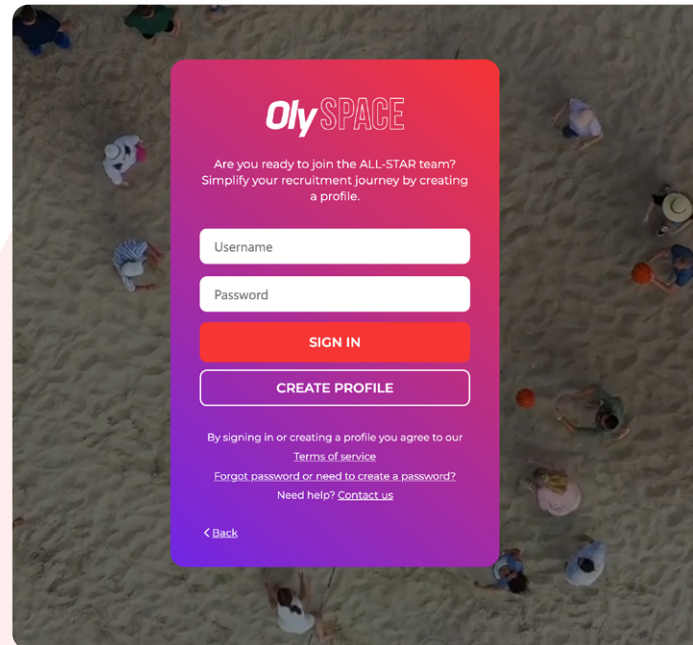
Login Page



## Goals

OlyBet's People Team aimed to build a fully connected employee experience. Their focus stretched from recruitment and onboarding to day-to-day work life and ongoing internal communication. At every stage, employee engagement was the top priority.

To achieve this, they formed a dedicated project team that included the Employee Experience Coordinator, the Employee Engagement Lead, and the People Engagement Partner. Together, they set out to develop a digital employee journey that felt personal, intuitive, and on-brand.



„Our goal with Cornerstone was to digitize our full employee life cycle across multiple languages and countries.

We needed Octily to take Cornerstone out of the box, focus on the user experience, and help us build a digital extension of OlyBet's culture – something that felt personal, dynamic, and true to who we are. A key part of that vision was transforming the Login and Welcome Page into an engaging space that would motivate employees to log in regularly, explore, and feel connected to the company every day.

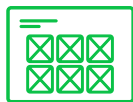
We wanted our people to experience OlyBet's energy and culture at every touchpoint, no matter where they were.“



**Kairit Rebane**

Group Partner  
Performance and Development  
OlyBet Group

## Plan and Execution



### Initial Welcome Page

The collaboration between OlyBet and Octily began with the Welcome Page – the first thing employees see when they log in. The focus was on improving both functionality and design to reflect OlyBet’s brand and culture at that time.

A simple “News” section was added, featuring a fixed story regularly updated by the Octily team. Even this early version was a major improvement over the standard Cornerstone setup and marked the start of a larger transformation.



### External Career Site

With the first version of the Welcome Page in place, the People Team turned to their most urgent challenge: hiring at scale across multiple countries. As they reviewed Cornerstone’s default Career Site, it became clear that – while functional – it lacked the flexibility, features, and vibrant energy needed to match the company’s identity. The team needed a site that could do more than just list open positions.

as “About Us” and “Life at OlyBet,” along with a “Mission & Values” section that brought the brand’s purpose to life.

The result combined strong visual storytelling with intuitive navigation, delivering a site that feels warm, dynamic, and easy to explore. High-energy graphics and thoughtful design helped bring the youthful, team-driven spirit to the forefront.

To achieve this, they brought in Octily’s creative design expertise to overhaul the look, feel, and functionality of the platform from the ground up. This project marked a major evolution in the partnership, as Octily stepped in not only to build a Custom Career Site but also to help co-create a new corporate style guide. This fresh brand identity became the foundation for a standout candidate experience.

“We set out to create an External Career Site that went beyond just listing open positions. It needed to showcase who we are and what it’s like to work at OlyBet. Octily helped us add content-rich pages that truly reflect our corporate culture. We also focused on making the process as easy and smooth as possible for every applicant. The External Career site is the first step for future OlyBet All Stars, and we aimed to carry that fun, welcoming feeling from their first interaction all the way through their journey with us.” – Kairit said.

The vision was to create a space that told the company’s story and gave future candidates a real sense of its culture and values. To make that vision a reality, Octily designed new pages such

# New Corporate Branding to Support Culture Creation

The success of the Custom Career Site did more than deliver a standout experience for candidates – it also helped crystalize OlyBet's refreshed brand identity. As Octily and the People Team shaped each page and visual element, they built the foundation for what became the new corporate style guide: a clear framework designed to keep branding consistent and cohesive across every touchpoint, inside and out.

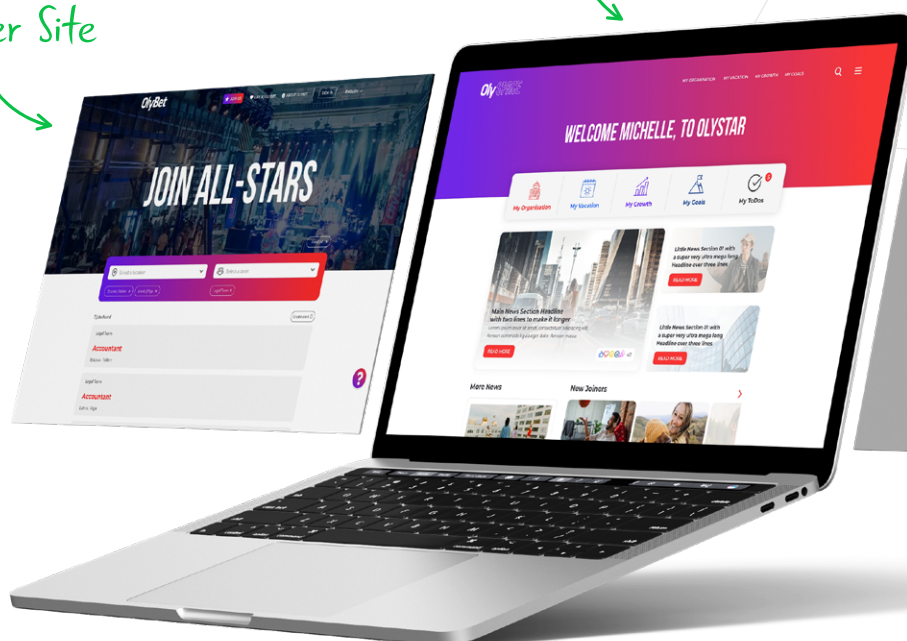
With its launch, the momentum naturally shifted inward. The next challenge was to bring the same energy and brand clarity to employees – making sure OlyBet's culture was felt just as strongly inside the company as it was by candidates.

The team wanted to push Cornerstone as far as possible, and updating the previously created Welcome Page was identified as the centerpiece for this next phase, with a clear goal: transform it into a dynamic, social hub for culture and communication.

To guide this evolution, they ran an Employee Engagement survey. The feedback shaped priorities and informed the very next steps of work with Octily, ensuring the platform became more connected, people-focused, and aligned with OlyBet's evolving identity.

Custom Career Site

Social Welcome Page



Comments & Reactions

## A Welcome Page like no other

With a strong brand foundation in place, the transformation of the Welcome Page kicked off in full force. What started as a modest entry page earlier evolved into a full-scale social hub over the following weeks – a dynamic space where employees connect, share, and stay informed across teams, divisions, and countries.

Crucially, as OlyBet's vision for engagement expanded, so did the capabilities of the Octily Content Editor (OCE). Originally built for basic content management, OCE grew in tandem with OlyBet's needs, evolving into a powerful platform that enabled the creation of a truly interactive and ever-evolving employee space. This wasn't just a customization project; it became a parallel product development journey, pushing Cornerstone's boundaries and setting new standards for what internal platforms can achieve.

Guided by feedback from the Employee Engagement survey, the team focused on two priorities: delivering fresh, relevant content and fostering real interaction. Today, every log-in feels different – employees are greeted with new articles, company updates, introductions to new joiners, internal job postings, and more. It's a place where people don't just complete their compliance tasks but actively engage with OlyBet's culture and each other.

"Seeing how dynamic the Welcome Pages have become is exciting. When we post a news article, we can instantly see reactions – likes, comments – and more employees engaging with each other across different teams and locations. It's become a real center for culture-building, bringing people together from all corners of the company." – Kairit explained.

### Key features include:

#### Look & Feel

- A fully branded design that embodies OlyBet's refreshed identity
- Clean, intuitive navigation with quick links to key pages, training, and resources

#### Dynamic Content & Interactive Features

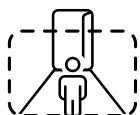
- Daily articles and news updates, success stories celebrating team and individual achievements, and a searchable archive of all published content
- Likes, comments, and reactions to boost engagement
- Internal job postings to promote growth and career mobility
- A company video that immerses employees in the OlyBet story

#### Analytics

- Engagement counter to monitor participation and continuously optimize content strategy

### Coming soon:

- Browser push notifications, allowing for instant alerts on new articles by publish date or on demand for important announcements
- A dedicated „New Joiners“ section to welcome fresh faces, featuring articles based on interview answers from their onboarding Welcome Page



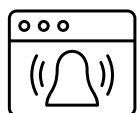
## What's Next: Onboarding Pages

Another upcoming milestone in the OlyBet/Octily collaboration is set to complete the seamless employee journey: brand-new Onboarding Pages. These pages will extend the same energy, clarity, and brand consistency from the External Career Site straight into the internal platform – ensuring new hires feel welcomed and engaged from day one.

Designed to provide continuity and a smooth experience, the Onboarding Pages will include everything new employees need to hit the ground running: a clear timeline of what to expect in the first weeks, a welcome video from the CEO, personal data forms, FAQs, and more. The goal is clear: make onboarding not

just efficient but meaningful – creating a strong sense of belonging.

To foster immediate personal connections, the Onboarding Pages also introduce a unique interactive feature: on first log-in, new hires are invited to complete an interview-style form, sharing a bit about themselves. Their answers are automatically turned into a ready-to-publish article for the People Team to share via the OCE, making it easy for colleagues across the company to get to know new team members right away. This supports relationship-building at scale – a crucial advantage in OlyBet's hypergrowth phase.



## Coming Soon: Browser Notifications

OlyBet's next big leap is a game changer for internal communication: real-time notifications that reach every employee, instantly. The newest add-on to the Octily Content Editor (OCE) – known on the tech side as Browser Notifications – completely breaks the mold of traditional HR communication. No more waiting for employees to log in to Cornerstone. No more emails getting buried in overflowing inboxes. HR teams now can deliver important updates, news, and announcements straight to employees' screens the moment it matters most.

It's a simple idea with huge impact: for the first time, People Teams have a direct, instant line to their workforce – creating true real-time connection across locations, roles, and languages.

"Working with Octily is easy and fun. Every idea we came up with, they figured out how to make happen. The collaboration on visuals and functionality was fantastic. OlyBet and Octily truly worked together as one – we worked hard, we're proud of what we've created, and we truly had fun along the way!" – Kairit reflected.



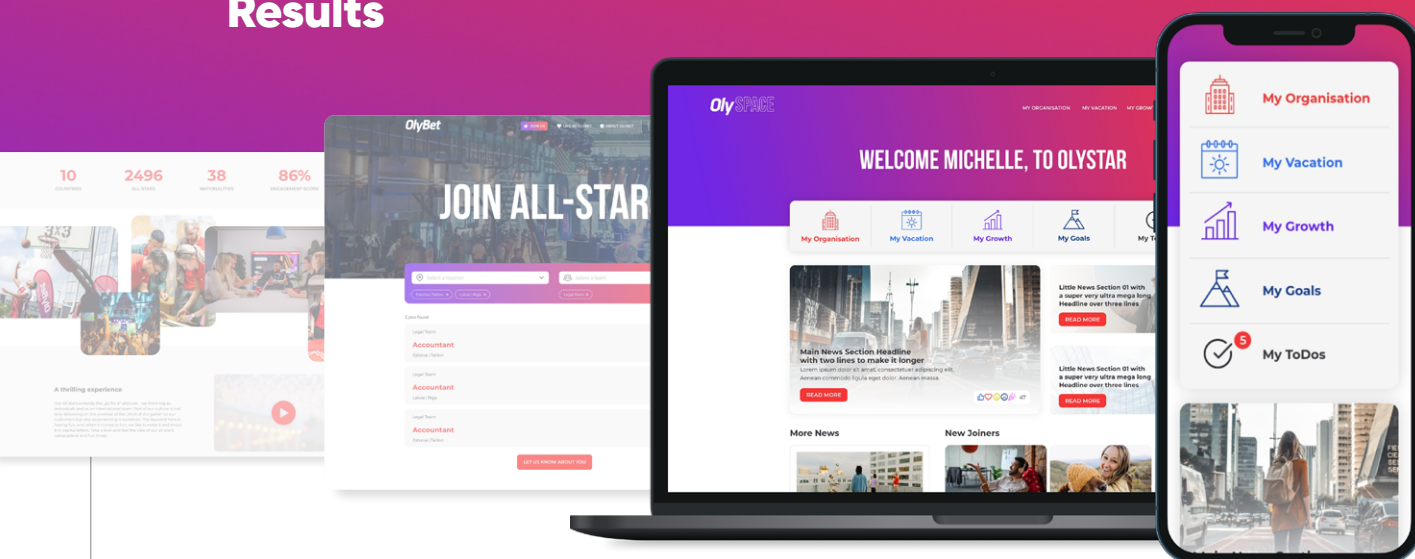
### Did you know you can notify your colleagues instantly?

Perfect for grabbing your teams' attention for important HR updates, learning nudges, and digital high-fives.

**Browser Notifications**



## Results



## 45% increase in sign-ins over just a few months

OlyBet's transformation has had a clear and lasting impact, driving stronger engagement and connection across the company. As Kairit shared:

"Our success in employee engagement is all about improved communication and transparency. We have seen a 45% increase in sign-ins over just a few months. You see the same vibrant energy and consistent branding everywhere you look online. It doesn't matter if you're browsing the career site as an applicant, onboarding pages as a new hire, or logging in to Cornerstone as an employee. The essence of OlyBet shines through."

She added: "Octily gave us the right tools to really boost employee engagement with Cornerstone. Instead of just sharing static news, we created a space where employees

feel connected, informed, and supported in their careers. It all comes down to the kind of culture you want to create. In the OlyBet People Department, we aren't building a system for the HR team – but for our People."

This collaboration didn't just transform a platform – it reimagined what employee engagement can look like in a fast-paced, high-energy industry. OlyBet and Octily pushed each other to new heights: one scaling a vibrant sports entertainment empire, the other evolving the Octily Content Editor (OCE) into a powerful, ever-adapting tool for digital employee experience. Together, they proved that going "all in" on engagement pays off – in culture, connection, and lasting business impact.

"Working with Octily exceeded our expectations, and we return to them again and again for new ideas and approaches. We share a true solutions-oriented mindset. Every bold idea we had, Octily pushed it further and brought it to life. When you have the right people and the right mindset, everything is possible. Just go for it!", Kairit concludes.



Do the math!

## Business Case Example

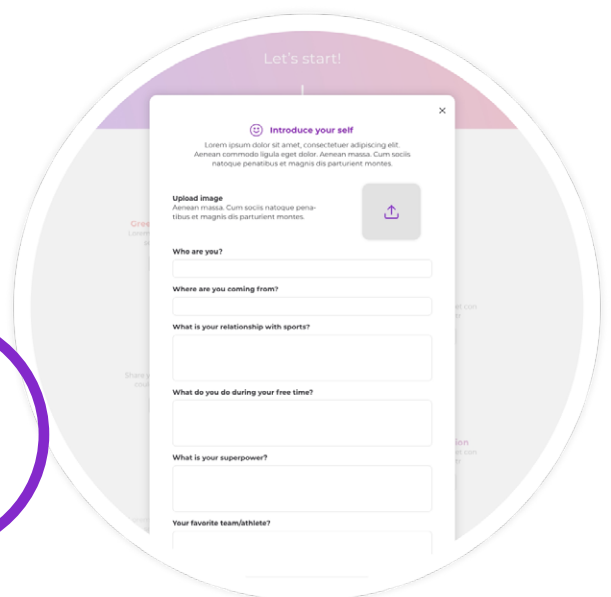
### Customized Onboarding Experience

A well-executed onboarding experience does more than welcome new employees – it accelerates productivity, fosters belonging, and reduces turnover risk. Streamlining and personalizing onboarding processes can dramatically enhance the first days and weeks for every new hire.

#### ROI Calculation Example

If onboarding a new hire currently takes four weeks and customizations reduce that time by 25 %, that saves one week per employee. For a company hiring 100 new employees per year, that's 100 weeks gained annually – the equivalent of nearly two full years of added productivity. With an average weekly productivity valued at \$1,000, that translates to

potential savings of  
\$100,000 per year.

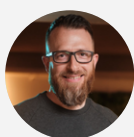


## Behind the Partnership



“Working with Kairit and the OlyBet team over the past four years has been transformational for everyone involved. As part of their extended team, we’ve grown from focusing purely on Cornerstone customizations into a full Creative Studio for employee experience and engagement. Together, we didn’t just implement features – we reimaged what employee connection can look like.

What OlyBet achieved is truly special. Most established companies either don’t get the chance – or struggle – to reinvent their company culture from scratch. But OlyBet not only could, they knew they had to. Their vision and execution set a new benchmark for how organizations should approach employee experience. Whether a company feels ready to invest or not, building culture and employer brand is essential to stand out and thrive in today’s competitive landscape.”



**Robert Bucher**  
Founder & CEO  
Octily

“Our collaboration with OlyBet has honestly been a dream. From day one, our projects have been fun, fast-paced, and full of smart, kind people. They bring big ideas and bold challenges, and together we’ve pushed the limits of what’s possible inside Cornerstone. Every milestone has been driven by Kairit’s unwavering commitment to creating the best possible employee experience – and her refusal to settle for ‘this hasn’t been done before.’

As both the Senior Project Manager and our Product Manager of the Octily Content Editor (OCE), I can say this partnership has been instrumental in shaping our product into what it is today. OlyBet has continually inspired us to evolve the OCE, and the results have been incredibly rewarding for both teams. The flexibility clients now have to maintain and enhance their customizations independently is impressive.

Initiatives like these prove it’s so much more than just adding fancy colors – they are the key factor that determines whether your Cornerstone investment truly pays off.”



**Susan Smit**  
Senior Project &  
Product Manager  
Octily

## About Octily Content Editor (OCE)

The Octily Content Editor (OCE) is a powerful DIY platform to manage customization on Cornerstone OnDemand and beyond. It gives HR teams full control to create, update, and manage their individual content across Cornerstone pages and custom projects – no technical expertise required.

[Download Brochure](#)

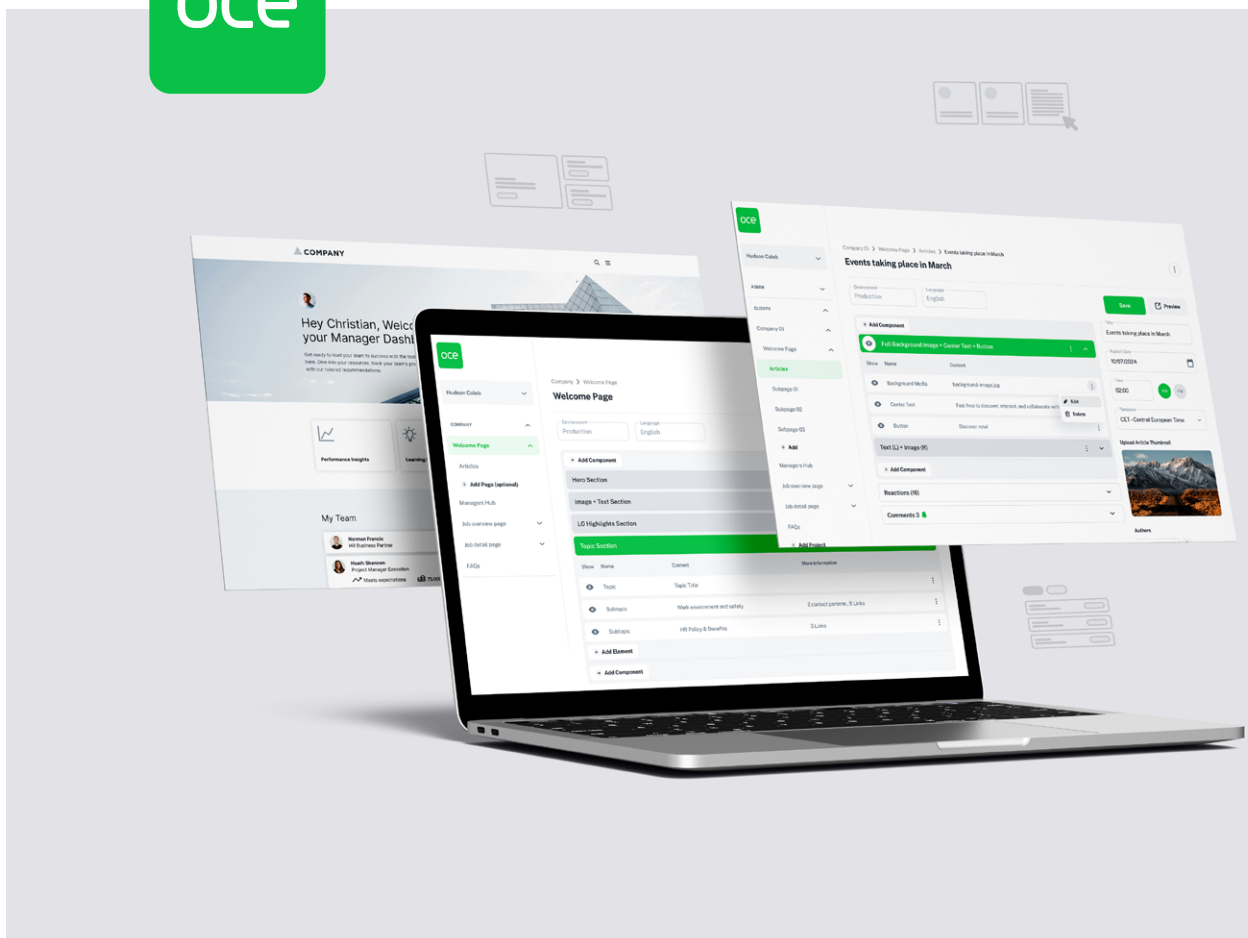
“The OCE is very well organized and enables us to work independently. It saves us time and money and gives us the freedom to update at our own pace.”



**Kairit Rebane**

Group Partner  
Performance and Development  
OlyBet Group

oce





# Ready to make Cornerstone 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.



## 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](#)