



CUSTOMER CASE | Os i Coop



Transforming Employee Productivity with Empact



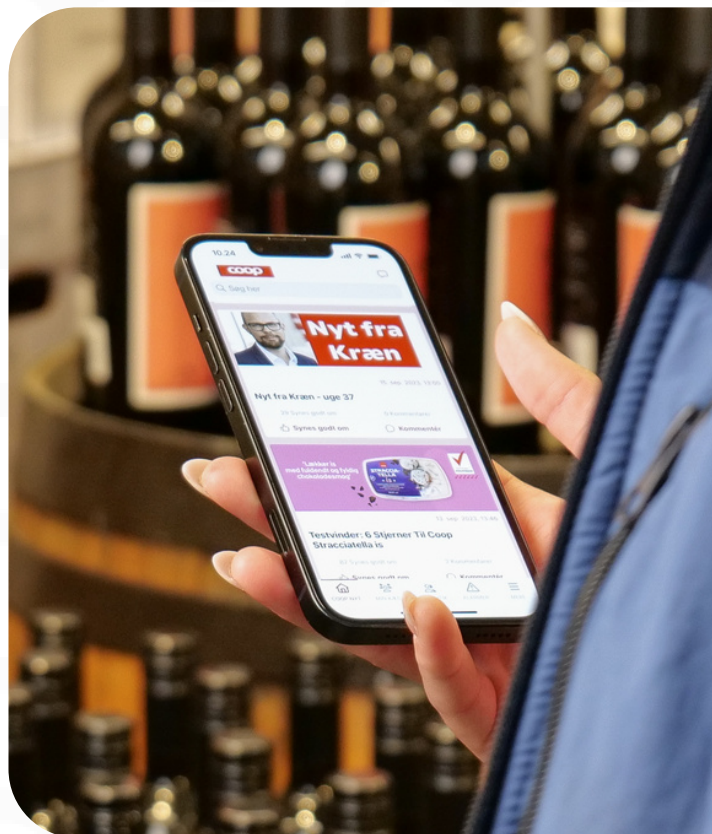
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INTRODUCTION

Coop, one of Denmark's leading consumer goods retailers, recognized that effective communication and streamlined operations are paramount, and embarked on a transformative journey with Empact to develop the "Os i Coop" app. This collaboration aimed to address critical challenges, optimize processes, and enhance overall employee engagement.



ABOUT COOP

With 40,000 employees and over 1,000 stores in a diverse array of retail chains, including 365discount, Kvickly, SuperBrugsen, Brugsen, and Coop.dk shopping, Coop is a cornerstone of Denmark's consumer market. Seeking to improve information flow, overcome onboarding challenges, and enhance corporate communication across store chains, Coop partnered with Empact to revolutionize its employee engagement strategy.

CHALLENGES

Before the collaboration, Coop faced challenges such as inefficient information flow, onboarding issues for new employees, and difficulties in corporate communication across its extensive network of retail chains.

Lars, Communication Manager at Coop, "We have almost 40,000 employees, and the vast majority of them don't have a computer. So, in order to communicate directly to the employee and in between employees, it is important that we can do it on a mobile phone.

IMPLEMENTATION PROCESS

The journey from conception to launch was carefully navigated, overcoming challenges along the way. Through meticulous process and partnership over the years we have built a effective and widely adopted solution.



2018

Coop signed as a customer

Continuous improvement
and customization of
platform and modules

2023

Re-launch of version
2.0 in spring

USER ADOPTION AND TRAINING

Coop, in collaboration with Empact, implemented comprehensive user adoption strategies. Training programs and materials were provided to empower employees, ensuring effective utilization of the "Os i Coop" app.

SUPPORT WE HAVE OFFERED

- Platform training for superusers for WebAdmin
- Training & Instruction videos for employees
- Content creation that focused on engaging employees
- Workshops to define new functionality needed to support the employees even better

Key features of the "Os i Coop" app

The app's diverse modules, including the News module for communication, Social wall module for team- and chain-communication, and Onboarding module for efficient onboarding, exemplify its versatility. Security measures ensure GDPR and security compliance, while additional features like task management, shift scheduling, alarms, and KPI tracking contribute to a comprehensive employee engagement platform.



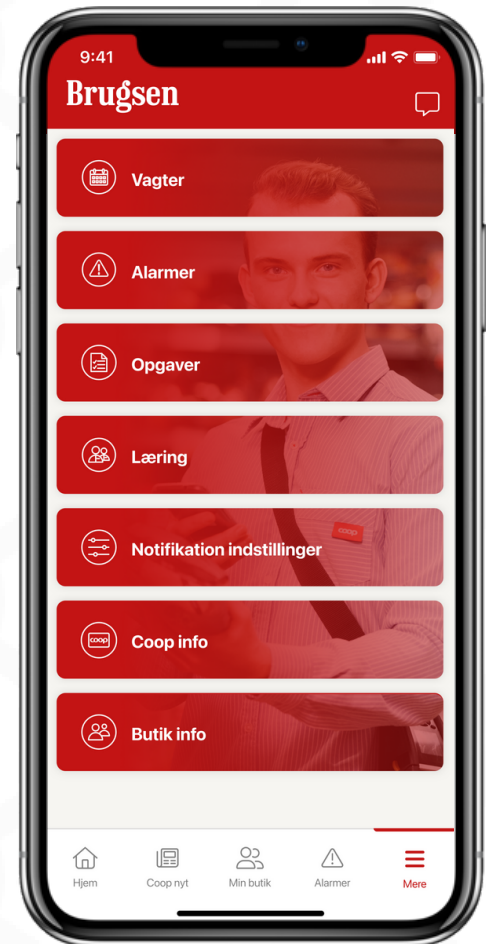
Empact's Solutions

Empact rose to the occasion, developing the "Os i Coop" app to specifically address Coop's challenges. The app not only streamlined communication but also ensured data ownership, optimized knowledge sharing, improved onboarding processes, and enhanced corporate communication.



Customization and Tailoring

The app was meticulously customized to meet Coop's specific needs. Unique features and functionalities were incorporated, aligning the app seamlessly with Coop's organizational requirements.



Scalability and Growth

Designed with scalability in mind, the "Os i Coop" app accommodates Coop's growing employee base. The partnership with Empact strategically supports Coop's expansion plans, ensuring the app evolves seamlessly alongside organizational growth.

Results and Metrics

The "Os i Coop" app has delivered impressive results, including a substantial number of users, high daily active users (DAU), and significant articles read per week. The app's impact is reflected in improved information flow, enhanced employee engagement, and streamlined onboarding processes.



40.000+ user base

The "Os i Coop" app has achieved phenomenal success with a user base exceeding 40,000, showcasing an exceptional level of adoption within Coop Denmark.



37.000+ articles read per week

Facilitating seamless information dissemination, the app boasts a staggering 37,000 articles read per week, reflecting a heightened knowledge-sharing environment that enhances operational efficiency.

20.000+ monthly active users

With over 20,000 monthly active users, representing a remarkable 50% increase, the app has become an integral part of over 60% of Coop's diverse workforce, fostering regular engagement and communication.



Succes Outcomes

The collaboration between Empact and Coop has yielded efficient information flow, time savings, increased productivity, effective onboarding, enhanced corporate communication, and improved employee engagement.



Testimonials

Employee testimonials from Lars, Martin, Josefine, and others underscore the positive experiences and benefits gained through the "Os i Coop" app, highlighting its impact on their daily work lives.



"The collaboration with Empact has been more of a partnership where we have developed together. In other words, they contributed knowledge that we did not already have. So, our needs are not the answer in itself. But it is their co-operation that holds the answer."

"We save a lot of time by people actually start one step higher when they start in Coop after they have been in the app."

Lars, Communication Manager

"It is not far from the chain has decided on something until we get the information. We have the opportunity to get the information instantly in "Os i Coop".

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It is also easy for our employees to see because it is the same way they can look up work plans, information, chain management updates, all the things you need in your everyday life, so you are close to the store and to the information. So you do not have to sit down in front of a computer and look up that information. You can get it right away in "Os i Coop".

Martin, Store Manager

"With the app you have a better understanding of what is going on in the company. Because you get information both for all of Coop but also for our smaller logistics team. So, we know much more about what is happening across the company."



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"I think it is very convenient that it is all gathered in one place, so you do not have to log on to a computer to look it up."

Josefine, Sales Assistant

FUTURE VISION

As Coop's needs evolve, the collaboration with Empact is poised to evolve accordingly. The future vision involves continuous innovation and adaptation to ensure the "Os i Coop" app remains a cornerstone of employee engagement, driving efficiency and governance in large corporations.



"It's a journey we are on, and it will continue well into the future."

Lars, Communication Manager

In conclusion, the partnership between Empact and Coop exemplifies how technology can revolutionize employee engagement, fostering a more connected, informed, and efficient workforce in the competitive retail landscape. The "Os i Coop" app stands as a testament to the power of collaboration and innovation in addressing the unique challenges faced by large organizations in today's fast-paced business environment.

