



CASE STUDY



Unilever

UNILEVER

“Launching an onboarding platform such as Tydy was the first of its kind in Unilever. The degree of personalization is what is most impressive about Tydy. It knows who I am and produces content relevant to me. As an outcome, after just 6 months in production, we had seen a 65% decrease in first year attrition which is very impressive indeed! In addition we are seeing engagement levels at above 85% and also receiving great testimonials from our new hires on how differentiated Unilever is for launching such a platform.”

Sandeep Abraham
Global Head, Core HR

Impact

TIME SAVED

18,000+

HR Hours
saved annually

EMPLOYEE RETENTION

65%

reduction in first
year attrition

EMPLOYEE EXPERIENCE

85%

engagement rate

Unilever is one of the oldest multinational companies in the world and its products are available in around 190 countries. Headquartered in London, United Kingdom and Rotterdam, The Netherlands, Unilever has over 400 brands like Dove, Knorr, Lipton, Surf and Axe.

Size: 1,75,000 employees worldwide
Location: 100 countries
Industry: Consumer Goods

The Protagonists

Unilever Shared Services was looking for one single Onboarding solution that could create a unified experience for their new employees across brands and countries. They decided to bring Tydy on in 2016 and managed its adoption and deployment across their offices in Asia and Australasia. Since then, Tydy is now being managed by each country's HR team separately.

The Challenge

FRAGMENTED PROCESSES:

Unilever's Country HR teams were juggling onboarding processes for new employees across brands, departments and locations. With so many moving pieces across geographies, they needed one Control Centre through which they could communicate effectively and in a timely manner.

HIGH ATTRITION:

For a company as large as Unilever, it was no mean task keeping everyone informed, engaged and motivated. Attrition was high because people were getting lost in the system. Highly skilled talent dropped out within the first year, which meant additional time spent and further investment in rehiring and training.

NO PERSONALIZATION:

With tens of thousands of employees spread across the globe, Diversity and Inclusion is a key component of Unilever's company culture. But translating this into clear and engaging communication is easier said than done. People who work here come from all walks of life, backgrounds, interests, family structures, countries of origin, etc. Communications needed to be consistent, standardized and highly customized. This required an immense amount of planning and thought.

TOO MANY SYSTEMS:

Unilever runs multiple software solutions to meet different requirements. For example, they use Cornerstone and Degreed for learning, Workday for HR Processes, Unabot to manage attendance, leave and other support services. Managing so many different but highly essential tools was proving to be a time consuming task in itself. On top of that, new employees were required to keep track of and visit multiple platforms which was proving to be overwhelming and confusing.

Our Solution

Unilever understands that the onboarding process is a crucial time and uses Tydy to engage with new employees and make them feel included and supported in the organization.

HYPER-PERSONALIZED JOURNEY:

Through Tydy, Unilever hyper-personalizes every single employee interaction. All communications, while being standardized, are responsive to each individual's needs as they take into account the finer nuances that set each target group apart. For example, existing employees across levels, disciplines and origins record and send videos to greet newbies and share their personal and career journeys within Unilever.

CHAMPIONING INCLUSION:

Onboarding with Tydy has proven impactful across the globe in countries with diverse cultures such as Thailand, Australia, Philippines, Indonesia and is now being expanded across multiple continents, including South Africa, North Africa and the Middle East, Turkey, Poland and Russia. Through a unified and unbiased onboarding experience, employees everywhere can start off on an even footing.

A VOICE FOR EVERYONE:

Creating opportunities for new hires to share their thoughts, ideas and concerns before Day 1 ensures a positive beginning which in turn leads to a sense of belonging and loyalty. Employees are asked for feedback during their first 60-90 days. This is constantly reviewed by People Experience Leads who are empowered to take action on the feedback received instantly, assuring new hires that their voice matters.

SINGLE SOURCE OF TRUTH:

Through our Content Automation system, tasks can be assigned and notifications sent to relevant stakeholders or roles at just the right time.

HR Managers can orchestrate country-wide campaigns seamlessly and spend less time coordinating between different players. Tydy segments users by data, behaviors and various other attributes which ensures that content created and delivered to them is relevant and more impactful.

EARLY WARNING SIGNALS:

HR Managers use Tydy's Control Centre to draw insights and get preemptive warning signals that show them which employees are inactive and who is potentially slipping away. This helps them run intervention campaigns and determine the best course of action that can help improve engagement and employee motivation.

ONE STOP SHOP:

Tydy connects with multiple platforms and integrates with different systems seamlessly. Hence it works as the single source of communications and content for all employees. Through our platform, employees can access all their training modules, while HR managers can track their progress while also managing other people processes such as attendance, leave applications, etc.

CLUTTER BREAKING CONTENT:

At Tydy we pride ourselves on our ability to simplify, reimagine and redesign all kinds of communications collateral. With Tydy's content editor, HR Managers can send powerful and engaging content that is made for mobiles and digital devices. Infographics, videos, flash cards all come alive on the platform.



“All in all, I must say, that Tydy has truly been a game changer for us!”

Sandeep Abraham
Global Head, Core HR