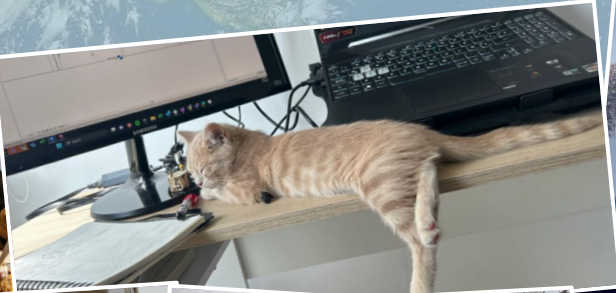


Zwopr Implementation - KPI after 8 months



8

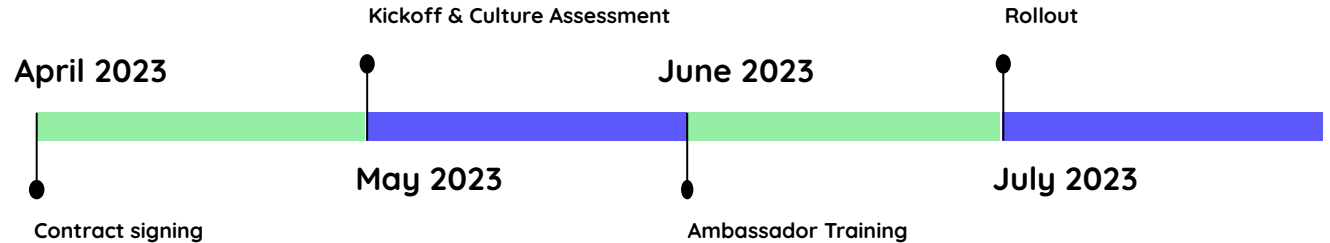
Month

6.340

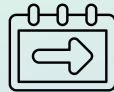
Euro spent

Timeline

After signing the written agreement, the kick-off meeting took place at the beginning of May. Thanks to Zwopr's lean processes and Tilke's constructive cooperation, it took just 11.5 weeks from this meeting to going live for all employees.



11.5



Weeks until rollout

8



1:1 Sessions

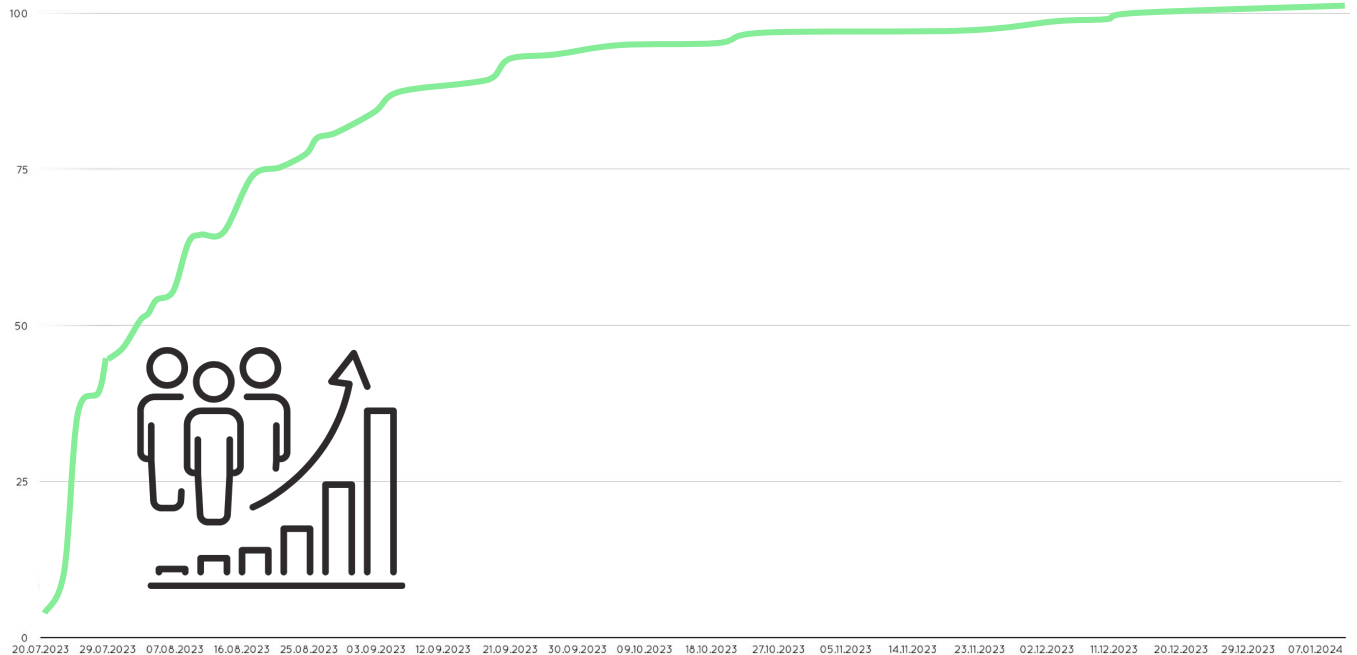
3



Meetings

User Conversion Timeline

The rollout to the entire workforce began on July 20, 2023, and just four weeks later, on August 20, 2023, 75 percent of employees had already joined the platform.





8

Month

6.340

Euro spent

100



Employees

8



Ambassadors

8



Topic Feeds

100%



Conversion Rate

127



Posts

23



Video Posts

3.625



Impressions

1.198



Reactions

90



Comments

36



Impressions/User

12



Reactions/User

0.7



Comments/User



Month

Summary

These metrics indicate a high level of employee engagement, which can be derived from several key factors:

100% employee participation: If all 100 employees participate in the initiative, this indicates that there is universal acceptance and participation in the company culture and communications.

100% conversion rate: This means that every employee who has been exposed to the initiative has engaged with it in some way, reflecting very successful reach and adoption rates.

Posts and content creation: with 127 posts, including 23 video posts, employees are not only consumers of content, but actively creating some, indicating a dynamic and participatory community.

Reactions and comments: The high number of reactions (1,198) and comments (90) on posts indicates that employees are not just passively reading content; they are interacting with it through likes, shares and comments, which is a strong sign of an engaged employee field.

Impressions: Over 3,625 impressions indicate that the content created is receiving significant visibility across the organization.

Ambassadors: The presence of 8 ambassadors shows that there are dedicated individuals working to drive engagement and strengthen the company culture.

Surveys: The use of surveys (4) shows an effort to incorporate employee input into decisions or capture sentiment, which can be a good way to foster a two-way communication channel between management and staff.

Conclusion: Overall, these data points reflect an active, engaged employee base that feels connected to the organization and participates in joint communication and culture-building activities.



Topic Feeds

The distribution and number of posts in the various topic feeds at Tilke provide valuable insights into the interests and engagement of ambassadors and employees.

Engagement with corporate culture: With 17 posts in the "DNA Topics" feed, it is clear that ambassadors and employees are engaging with the company's core values and identity. This is a positive indicator of awareness of and identification with the corporate culture.

Preferred means of communication: The "Travel" feed is the most active with 52 posts, indicating that travel is an important part of working at Tilke and that employees are happy to share their experiences and insights.

Social aspects at work: 13 posts in the "People" feed show that personal and social events such as birthdays and weddings are celebrated and recognized, helping to create a community and a good social working environment.

Company events: with 6 posts on "Events", this could be an area where either less is happening or where there is less engagement on the platform. It

could be interesting to explore why this area is less active.

Leisure & Sports: 22 posts in Leisure & Sports show that work-life balance initiatives are regularly promoted and that such activities play a role in employee engagement and wellbeing.

Health and Nutrition: The Health & Nutrition feed with 5 posts shows some level of interest in health and wellbeing in the workplace. However, this could be an area where more engagement could be encouraged.

Technological developments: With 4 posts on 'Tech News', this topic appears to have less of a tailwind, which could reflect either less interest or less activity in this area.

Conclusion: From this information, it can be deduced which areas of company life are intensively promoted by the ambassadors. In particular, initiatives that support social interaction and personal development could be further developed to increase employee engagement and wellbeing.

Tilke Feedback

In this exclusive interview, Johannes Hogrebe, authorized signatory at Tilke GmbH, shares his experiences with Zwopr.



Johannes Hogrebe

Authorized signatory at Tilke GmbH & Co. KG



Contact

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