

A large Swedish healthcare provider creates a next-level employee experience with Microsoft technologies

Collaboration | Productivity | Engagement



About the client

The client is a large healthcare organization headquartered in Sweden. To support their growth strategy and rising employee headcount, the company wanted to simplify their HR processes across the hire-to-retire cycle. The end goal was singular – provide a better employee experience for its global community of users.



Solution

To cater to the client's specific asks, sa.global implemented Microsoft Dynamics 365 Human Resources along with Microsoft Viva, Dynamics 365 Customer Voice, Power Automate, and Power BI in addition to LMS 365.



Results

By adopting Microsoft Dynamics 365, Viva, and other Microsoft solutions, the client has:

- Modernized and automated manual processes
- Enabled easy access to relevant insights
- Transformed employee experience with a unique, personalized onboarding journey.



When we looked at the capabilities that Microsoft and sa.global could offer, we realized they could support us at all stages of recruitment, onboarding, and career pathway planning. We see this investment as a great foundation for nurturing our employees and helping them achieve their full potential.

Company overview

The client owns and commercializes branded, original over-the-counter products and prescription medicines across a range of categories – skin, digestive, wellness, etc. Headquartered in Stockholm, Sweden, the company has a pan-European presence with offices in 11 markets and over 400 employees. Across their entities, they hone an entrepreneurial culture that prioritizes sharing of ideas and novel thinking to uncover opportunities – to this end a consistent employee experience is integral to their growth plan.



Rapid scaling uncovers gaps in people processes

The client is on a growth trajectory to fulfil their vision of being a pan-European leader in everyday healthcare. Since 2020, the company's turnover has increased from €3bn to €4.4 bn. The organization has also grown in employee strength by 60% in the last one year. Their strategy continues to be aggressive as they plan to grow organically through the acquisition of new companies over the next two years.

To operate at the scale of their vision, the management felt the need to harmonize and simplify their HR processes to make them more efficient, provide a better employee experience for users, and foster a positive culture. Transforming all their processes across the employee life cycle from talent acquisition, onboarding, performance management, succession planning, compensation planning, and offboarding was a top priority for them.

The organization's existing solutions which ranged from Excel spreadsheets to bespoke solutions were disconnected and involved repetitive, manual tasks. This resulted in errors in data entry, inaccurate reporting, and the lack of a global view of the organization for better workforce planning. The absence of standardized processes also led to inconsistent (or even non-existent) onboarding experiences across their entities. Considering how the impact of such disjointed, manual processes can snowball over time, the company was looking for a solution that could address these pain points expeditiously.

Manual processes and data silos lead to a disconnected experience

1

Onboarding

- Inconsistent onboarding experience
- Data entry required by multiple stakeholders
- Data entry errors
- Poor “employer brand” experience*
- A non-digital new hire experience

2

Performance Management

- Absence of digital processes to support the business
- No record or tracking of performance reviews
- Lack of performance documentation
- No skill-mapping to specific roles

3

Talent Management

- Process involves multiple spreadsheets
- No clear picture of skill sets
- Data collection is difficult and time-consuming
- Manual updates to data
- No automated reports
- No talent “inventory”

4

Succession Planning

- Ad-hoc decision making on careers
- No visibility into succession planning
- Lack of visibility on mobility needs
- Lack of action planning to fill succession gaps

5

Career Planning

- No tools for career planning
- No global visibility to career plans
- Lack of career path documentation

6

Business Management

- No global view of the organization
- No analytics for workforce planning
- Inaccurate headcount reporting
- No view of org charts/reporting relationships

Parsing information together for better visibility and scalability

The organization decided to leverage the Microsoft business application stack to build a data-driven, people-centric HR function that would go beyond managing employees and deliver organizational agility, optimized HR programs, and a transformed employee experience.

To modernize and unify their disparate systems, they rolled out Microsoft Dynamics 365 along with Microsoft Viva, Dynamics 365 Customer Voice, and the Power Platform. By automating and digitizing all the people processes, they created an intuitive and harmonized employee, manager, and stakeholder experience with clear visibility. With uniformity being a pivot across all touchpoints, they could ensure their workforce has access to the data needed to stay ahead of the curve.

“ We increased our employee count by 60% in the past 12 months, and we anticipate that growth will continue. The Microsoft platform gives us the features and scalability we need to make sure that our growth is seamless.

Employee delight is at the heart of the onboarding journey

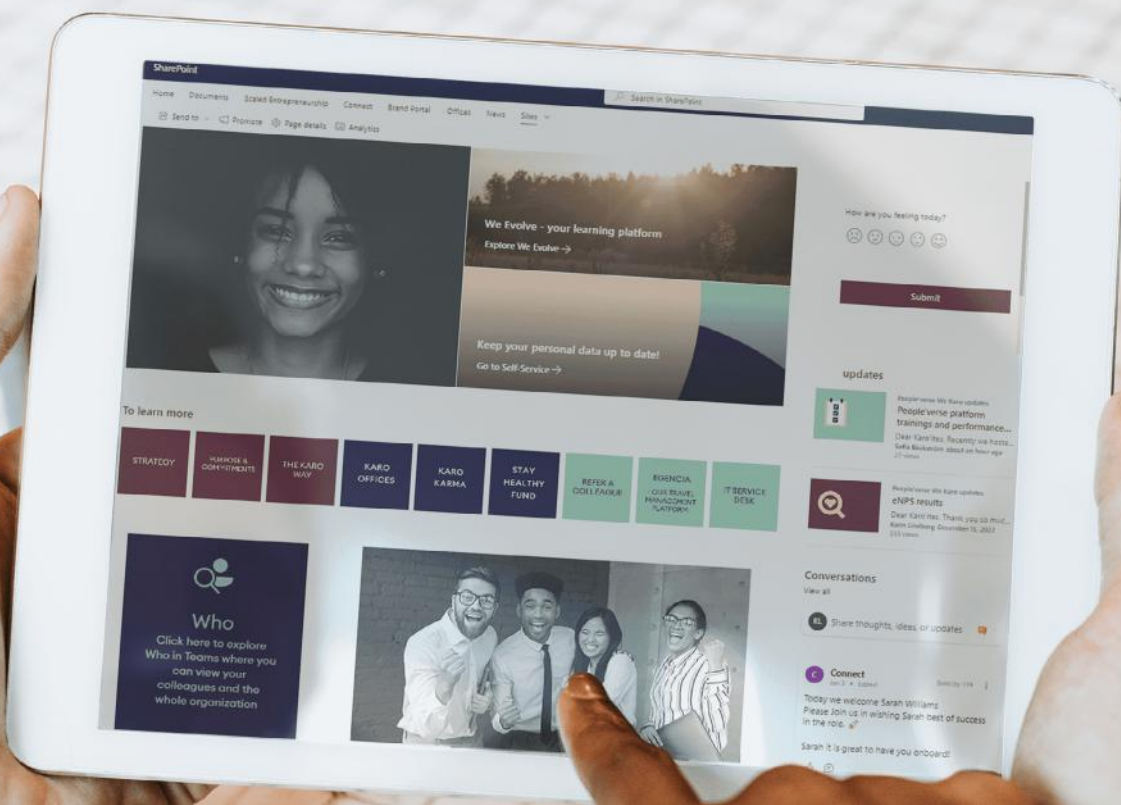
For a future-ready, people-driven company, every node of employee interaction is important and must be carefully weighed to ensure there is consistency; onboarding is one such critical function. To streamline their onboarding approach, the organization leveraged Power Automate to send an automated 'welcome' email to a new joiner on the first day, with a link to the employee portal landing page and other tasks. All their applications were brought into Microsoft Teams – a place where people spend most of their workday – so that they don't need to constantly toggle between multiple applications to find data and complete their tasks. The result is a frictionless, well-planned end-to-end employee experience that enables them to direct their energies to productive collaboration.



A singular destination for a consistent, exceptional onboarding journey

Aesthetics were a key consideration for the client as they had an acute understanding of how a clean, crisp interface could drive user adoption – this was a decisive factor that weighed in their decision to build their employee portal on Microsoft Viva Connections. The platform is a single destination that enables every new joiner in any entity to have the same onboarding experience. This helps foster inclusion as well as reinforces the organization's culture and brand.

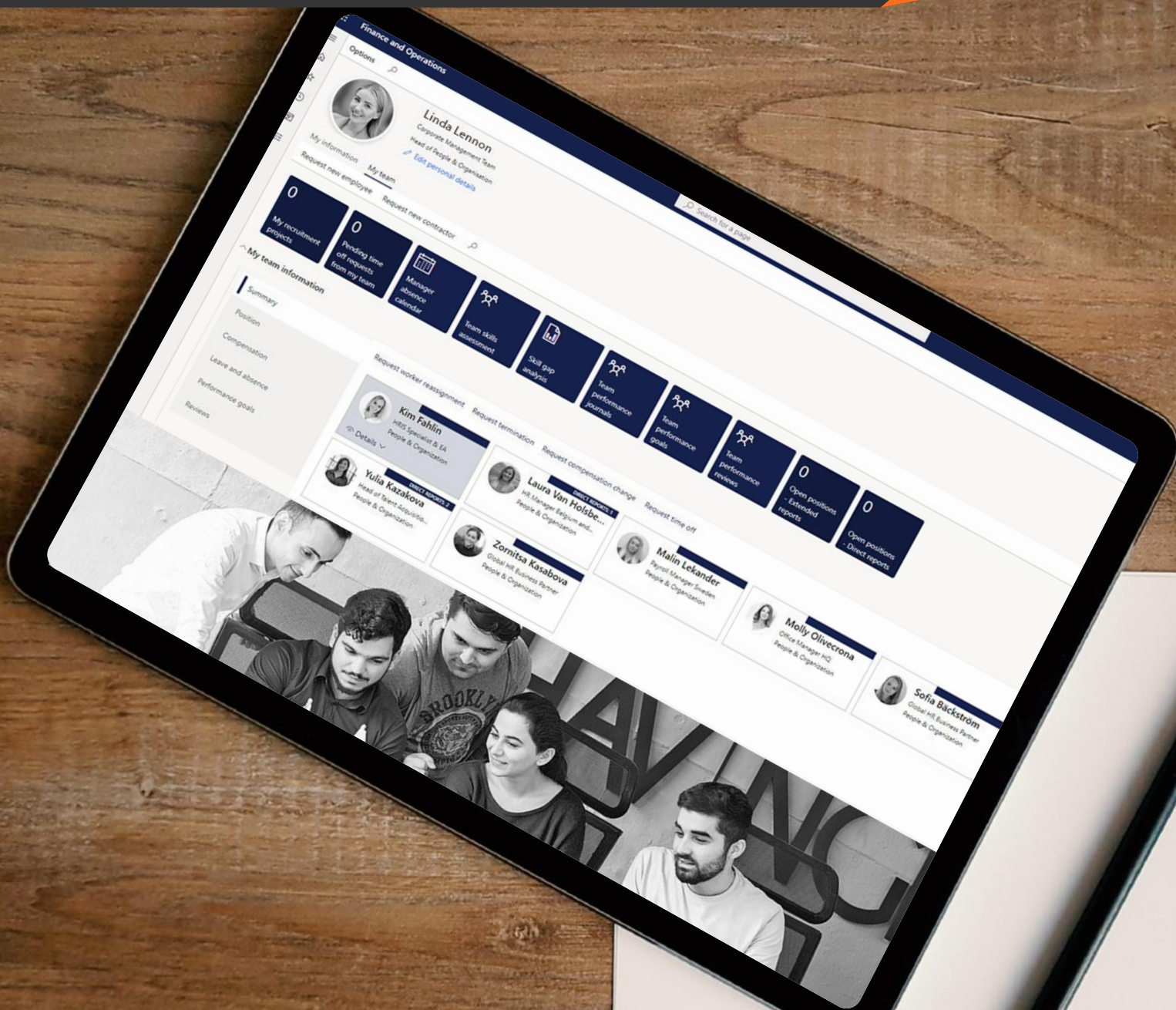
The portal's landing page has links to the employee dashboard, self-service capabilities, news from across the organization, and options to invite conversations, exchange learnings, and drive discussions. The company's new employees can now find what they need – company information, conversations, and tools – all in one place. Employees also have the flexibility to engage and participate from anywhere and build relationships to nurture a dynamic, engaged workforce.

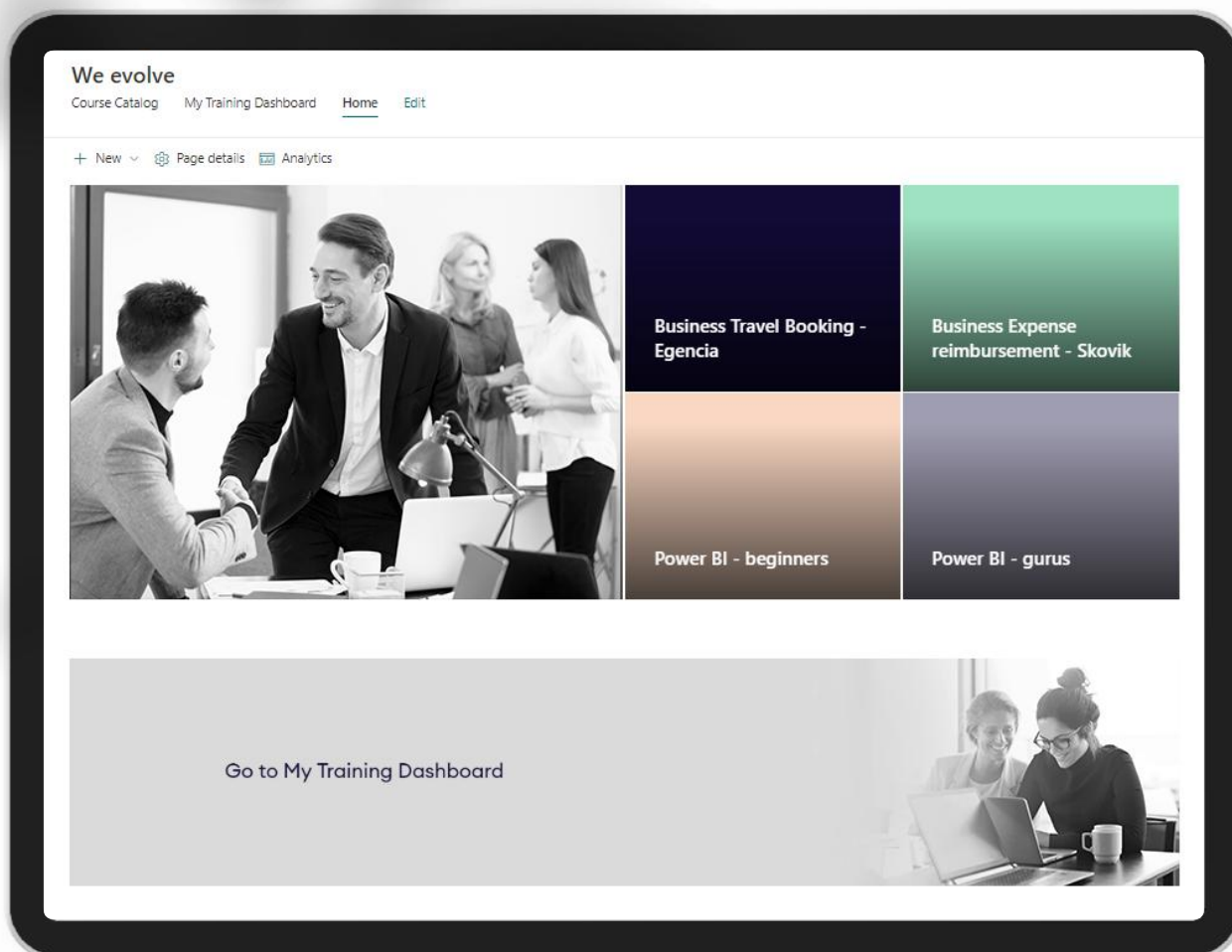


Easy access to relevant insights is made possible with employee dashboards

The employee dashboard, built on Dynamics 365, is a single point for applications to converge, providing at-a-glance data, stats, insights, and KPIs relevant to an employee. It gives every employee an overview of the whole organization – reporting position, seniority, direct reports, etc. With self-service capabilities, employees now have access to relevant information and functionalities to support and drive their daily work on people matters. The organization also leveraged automatic flows of approval notifications for quicker approvals on tasks.

The client also launched the performance management process onto the system which was a big relief for teams who in the past worked on an Excel file or a template. Now, employees can record their goals or KPIs, and work towards them; managers can assess their teams based on their individual goals, creating a base for bonus calculations and payroll.





Systemized upskilling enabled by a **Learning Management System**

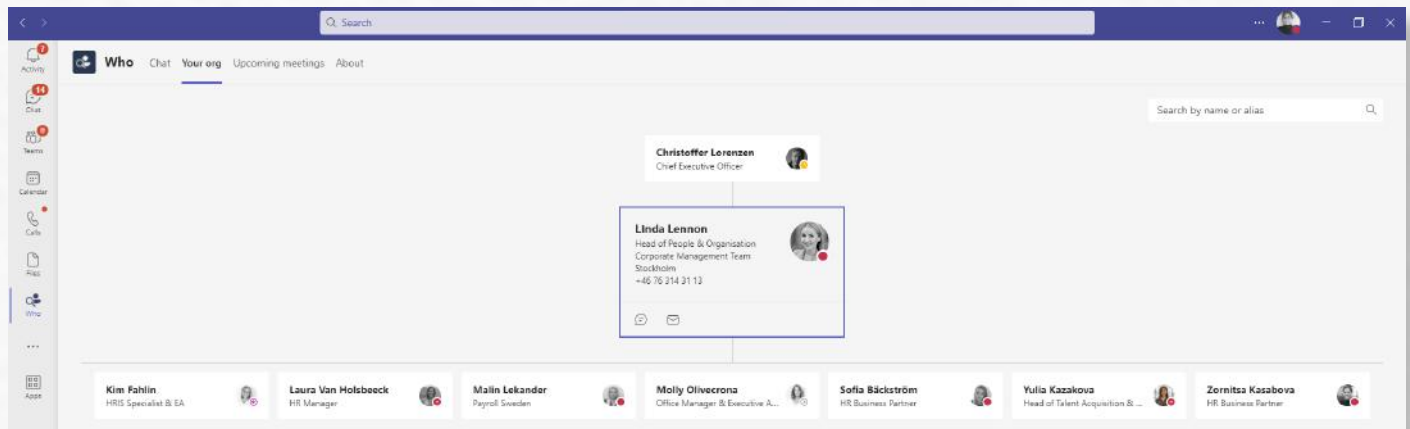
The client had to relook at how to develop its people and provide learning anytime, anywhere as they lacked a global training system. The company chose LMS 365 to provide its people with learning opportunities.

The Learning Management System allows employees across locations to access all training material as part of the automated onboarding. Trainings are categorized by systems, tools, corporate policies; every new starter has to complete and sign off mandatory trainings.

“ We need to invest in career planning, succession planning, and learning if we want our employees to grow along with us. With the Microsoft-based learning platform, we can follow their career trajectory, encourage continuous learning, gain key insights into performance, and help make their work rewarding. **”**

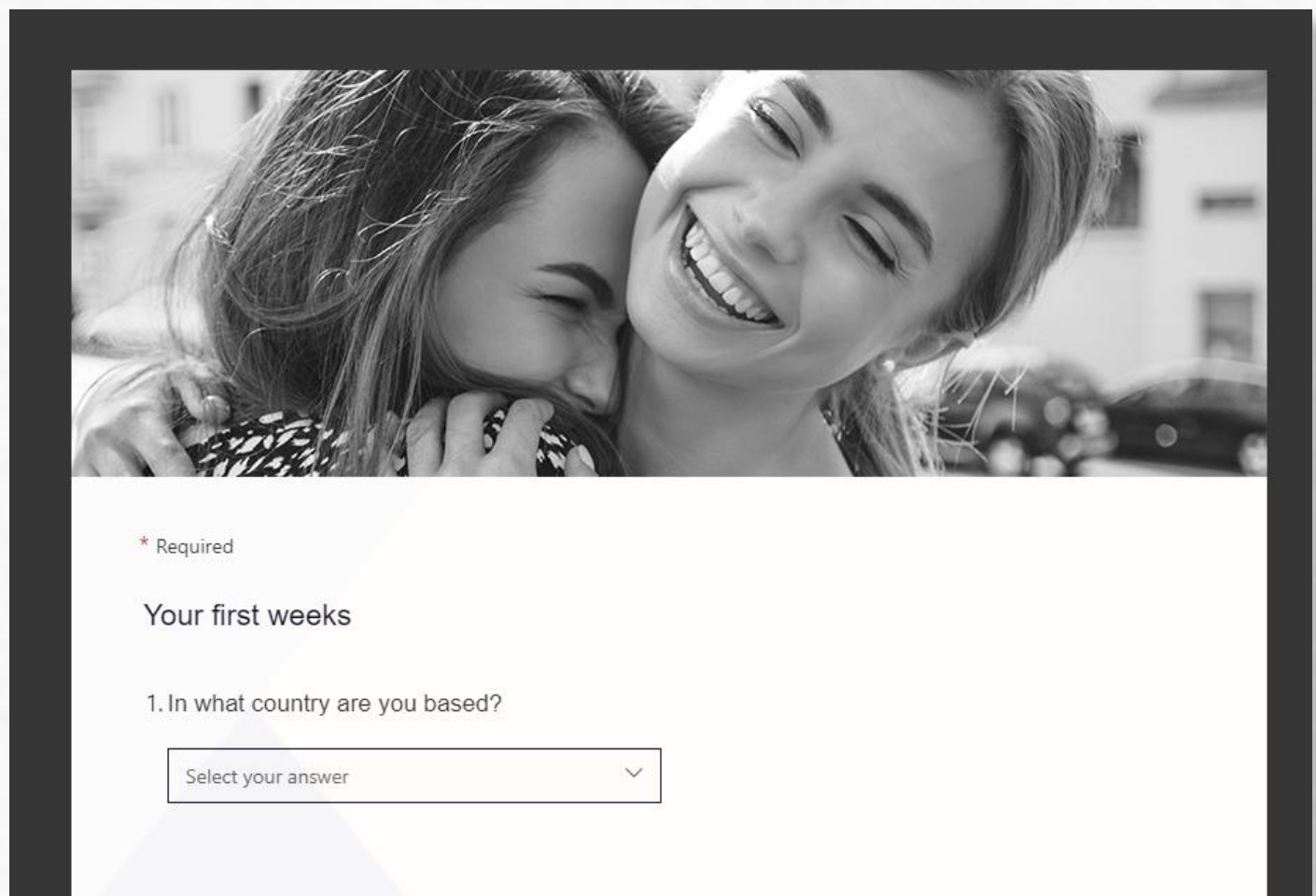
Digitalization of organizational changes is achieved through an org chart

The client created a digital organization chart on Microsoft Teams. The information in the Azure Active Directory is updated automatically from Microsoft 365 with the help of Power Automate. The org chart is an easy way to track organizational changes with no dependencies on manual entry.



Streamlining of feedback gathering and analysis with Customer Voice

The client leveraged Dynamics 365 Customer Voice to collect, analyze, and track feedback. Combined with Power Automate, the onboarding/ off-onboarding experience surveys are now automatically mailed against the joining/ leaving date, making the feedback process more streamlined and efficient.





With complete alignment between all stakeholders, the client could go-live across all **14 legal entities** in **11 countries** in just **six months**.

Tracking people KPIs is simple using **Power BI**

The organization leveraged Power BI to create dashboards of people KPIs. The talent acquisition dashboard, for example, gives an at-a glance and real-time view of key metrics such as where are people getting hired, how many head counts in each entity, active requisitions, etc.

“It was critical to have a view of these key data points so that we can measure, compare, and analyze on a monthly or half-yearly basis.”

Prioritizing people powers **business operations**

Delivering an exceptional onboarding is a complex task with layers and nuances that come into play when there are a multitude of entities across countries. But the client has achieved this with a holistic view of tasks, potential rewards, and a technology that can drive improvements.

The organization had a clear vision of the promises they wanted to deliver and what a really good employee experience looks like. They took a big step towards delivering on these promises and making a real difference with Dynamics 365, Viva, and other Microsoft solutions. Ultimately, the change stemmed from their belief that investing in their people would be essential for the brand in the long run – aligning their strategy accordingly helped them devise an effective technology-driven transformation that could underpin their operations and growth. This is the secret sauce that helped the healthcare organization attain the desired outcomes.



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