

## ... CASE STUDY

# Improving Performance with SuccessFactors at Nordic Insurance Provider



Delivering Performance Improvement to Increase Sales and Engagement

### Challenge

A leading provider of general insurance and financial products in the Nordic region with 3,300 employees was looking to strategically improve their HR transformation program. The client chose to implement SAP SuccessFactors to streamline talent management processes and drive higher employee satisfaction and customer focus. After a thorough selection process, GP Strategies® was chosen to provide implementation, consulting, and project management services to support the SuccessFactors implementation.

The client wanted to make improvements across their organization and laid out goals for the implementation:

- Enable managers to have one solution for performance-related information
- Deliver accurate, timely, and informed people insights, while providing transparency and benchmarking
- Consolidate system and uniform structure to facilitate performance management framework
- Drive a simple recruitment process that is user-friendly for both applicants and hiring managers
- Support the branding and value proposition required to attract the best talent
- Optimize internal resources in the recruitment process

### Solution

The client has worked intensively over the past few years and embedded a strong culture of performance management. In an effort to strengthen that culture even more, they engaged GP Strategies to implement a set of SuccessFactors modules, including: **Goal Management, Performance Management, Calibration, 360 Peer Review, Recruitment Management, Compensation Management.**

GP Strategies was the implementation partner throughout the entire project, following best practice design principles, sound system usage recommendations, and SAP Activate methodology.

### Business Impact

All projects were delivered on time and within budget, enabling the client to roll out the solution to all countries in several languages. The result has increased sales, strengthened the customer experience, streamlined HR processes, and led to higher job satisfaction for HR, employees, and managers.

## RESULTS

**>10%**  
Increase in training effectiveness

**>25%**  
Increase in sales

**>23%**  
Increase in customer satisfaction  
(measured by Net Promoter Score)

