

Zalando: People & Organisational Experience



Zalando SE is an online commerce organisation that sells clothes, shoes and other fashion items. Launched in 2008 and headquartered in Berlin, Zalando's daring operations strategy in its formative years have resulted in turnovers of approx. €3billion (2015), cementing its status as a key player in the online fashion retail market.

The Brief

Leaders of Zalando's People and Organisation department wanted a quick and easy way to both understand employee attitudes towards their experience in the company and to gather their ideas on what the department could do to improve it.

The Project

A random selection of 600 employees from all departments and levels across the organisation were invited to participate in the discussion.

After writing suggestions on how the People and Organisation department could improve their employee experience, participants proceeded to rate the ideas of their colleagues according to how much they felt it would improve their

own experience and how relevant it was to their role.

Framed by the visualisation which nested comments in circles ranging from 'Excellent' – 'Terrible' in answer to the question, "How would you rate your overall employee experience at Zalando?", participants could explore the discussion in a variety of ways, including the top comment view and the popular-terms word cloud.

The Outcome

The project provided Zalando's People and Organisation department with a community lens on employee experience from which they could quickly identify the most popular suggestions for improvement and respond quickly to implement them.

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