

## Case Study

# Leveraging AI & External Data for Strategic Insights



Name: **Arvesta**

Sector: **Agriculture/Horticulture**

Arvesta employs 2,300 agriculture, horticulture and retail experts in Germany, France, the Netherlands and Belgium. These local experts support farmers and growers by providing pragmatic and innovative solutions as they strive for a sustainable future.

*"Welliba's EXcelerate report provided us with relevant insights into which investments and initiatives were paying off. It also helped us see risks and opportunities that we could not yet capture in data.*

*The findings aligned really well to previously reported feedback from our existing employee survey processes and internal audits.*

*We have augmented our existing people insights and roadmaps with actionable recommendations, enabling us to continue driving people and business growth. Additionally, we saved more than 40% compared to the cost of conducting an engagement survey for our entire workforce."*

**Karin Van Roy**  
CHRO, Arvesta

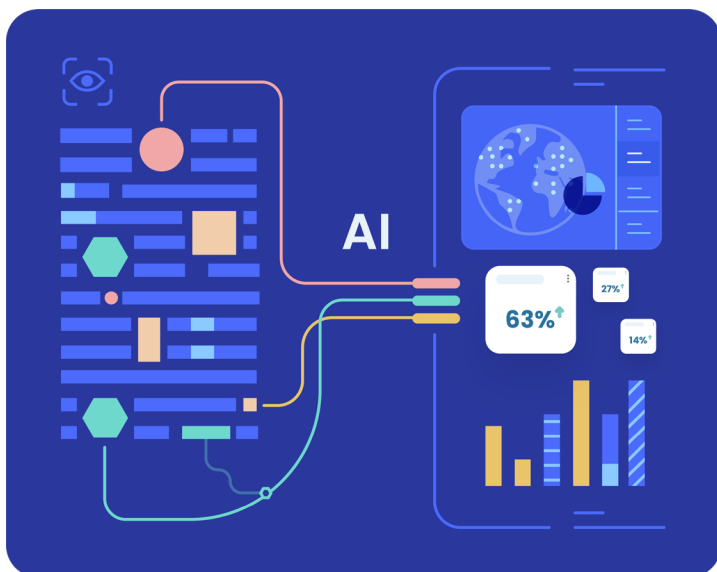
## Context

### *Measuring Internal Engagement Was No Longer Sufficient to Drive Growth*

Understanding employee engagement has been core to Arvesta's people strategy for many years. Recent surveys showed that engagement scores were at a very high level, but had plateaued. A new perspective was needed to understand the full holistic drivers of employee experience, identify possible areas of improvement, and benchmark Arvesta's performance against industry standards. This would also allow Arvesta to refine its corporate EVP and further align it to employee expectations.

## Solution

### *An Outward-In EX Perspective to Uncover New Insights*



Employee experience is defined as the result of a unique and dynamic interaction between a person's characteristics and their work environment and it is summarised in Welliba's EX Index.

Welliba's EXcelerate solution provides predictive Employee Experience (EX) insights without the need for traditional employee surveys.

By using AI to integrate and analyse data from various public data sources, it delivers relevant people benchmarks and insights that help organisations understand where there is competitive advantage to be gained or where there may be blind spots.

# Benchmarking Arvesta's EX

3.5

Arvesta

3.4

Industry

4.4

Best in Class

The scores are normed and range from:

1= Highly improvable

2= Improvable

3= Average

4= High

5= Excellent

Industry for Arvesta: Agriculture

The analysis of the Arvesta data highlighted three key boosters that support the firm's strong engagement scores. It also flagged three areas seen as 'blockers' to a better employee experience:

## Boosters

### Company brand & reputation

Strong brand affinity among employees.

### Purpose & meaningfulness

Meaningful roles that align with Arvesta's mission and support of the agricultural community.

### Colleagues

Strong and supportive relationships with peers and colleagues.

## Blockers

### Actionable feedback

Enhanced two-way communication and more frequent and constructive opportunities for feedback.

### Career progression

More transparent criteria for career progression.

### Processes & policies

Exploration of changes to existing practices and greater consistency of policy enforcement.

## Outcomes of EXcelerate

### External Data Insights at Arvesta



#### Workflow Automation

Easy set-up & scoping, no privacy, security or vendor onboarding before report generation



#### Broad Skill-Set

Opportunity to use external expertise to pilot an AI use case in HR & to get an "outward-in" perspective to impact people & business outcomes



#### Actionable Insights

Clear recommendations on how to leverage competitive advantage against chosen competitors. **85% alignment of findings against feedback from internal audit & engagement surveys**



#### Resource Optimisation

The EXcelerate report replaced one of Arvesta's planned engagement survey cycles



#### Improved Efficiency

No additional time was needed from employees to understand the impact of previous people-investment & initiatives



#### Cost Reduction

**40% less cost** (compared to 2300 people completing a survey)

