

Case Study

Managing employee experience (EX) during acquisition & onboarding



Name: **Accenture**
Sector: **Consulting**

Accenture is a global consulting firm. Accenture in Belgium and Luxembourg employs around 1,500 people. The global organisation has an estimated 738,000 employees.

“Successfully onboarding new talent to Accenture, after an acquisition, makes our people and our business thrive. We chose to partner with Welliba to better manage the employee experience during such an onboarding and integration process. Welliba’s science and technology make it possible to manage the EX of a very specific team thanks to a unique continuous listening approach.”

Brahim Boujida

Human Resources Director, Accenture
Belgium | Luxembourg | Morocco

Context

Accenture has recently acquired Greenfish, a high-growth sustainability consulting firm to help drive growth in that line of business. Significant investment has already gone into onboarding and integrating new talent.

Several surveys have been conducted to listen to employees, whilst training and development opportunities were made available. But in the complicated context of onboarding employees from an acquired firm, it is difficult to obtain great adoption and participation rates. Current listening approaches rarely succeed in enabling HR to target communication and personalise onboarding support to specific needs in a scalable way.

“Welliba EX+ helps to give more ownership to all our new joiners through personalised EX insights and access to the wealth of Accenture development resources. We do not want to base our initiatives on assumptions or anecdotes, so we looked for a solution that offers predictive data to develop our people as well as our organisation.”

Anne Selis

Talent Strategy Lead, Accenture Belux

Welliba’s solution: EX+ to predict and improve employee experience

Welliba’s research has uncovered the intrinsic drivers of EX (self-insight) and mapped external contextual boosters and blockers (context insight) that influence EX.

EX+ maps all critical and personal factors to reveal a broad image of EX. Employees get personalised insights and access to learning resources by interacting with EX+. HR gets access to aggregate real-time data to manage EX and its business outcomes.

EX+ supports Accenture’s continuous listening strategy that motivates participants to share quality data by giving individuals personalised feedback, whilst protecting their privacy.

HR and the communication team promoted EX+ as an opportunity to participate in two-way communications. HR asked participants to leverage the key boosters of the culture of the acquired team to thrive in the new organisation.

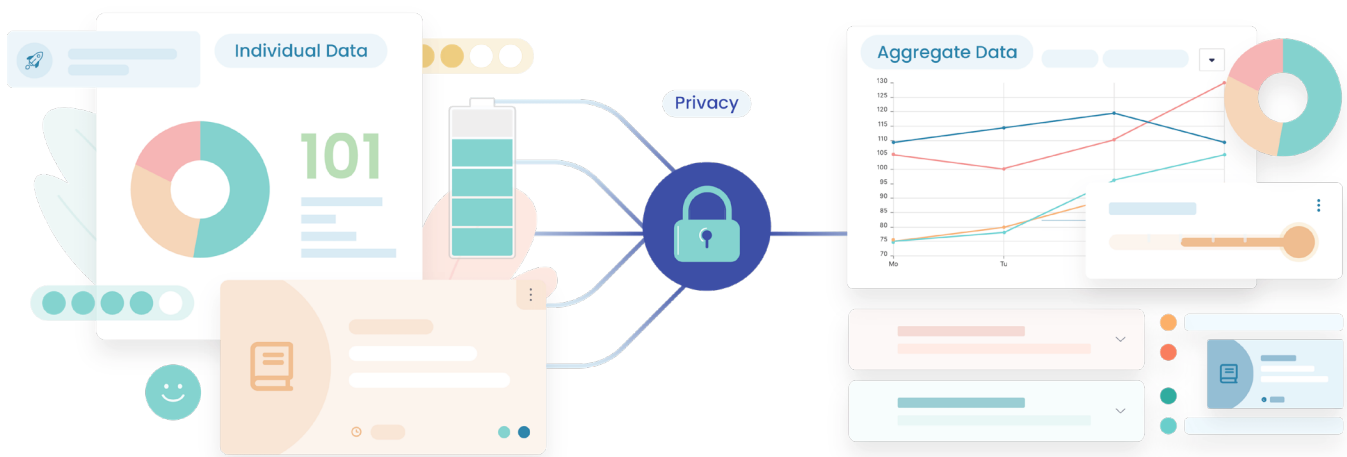


Image 1 - Employees get personalised insights and HR gets real-time aggregate data on how to improve EX.

“Becoming part of a larger organisation always brings its unique opportunities and challenges. Leveraging the strengths of our people to remove some of the blockers in the new environment is critical to our success.”

Nicolas Radelet

Leader of Human Capital Group Greenfish (now Accenture)

Welliba ongoing EX insights and impact

All the employees of the acquired team were invited to use EX+. As a result:

- The response rate was **20x** the last participation rate on a central survey.
- HR gained **a better understanding of boosters and blockers**, and how they affect employee experience and performance.
- After 6 months, **flight risk had decreased**, while **trust had increased** significantly (+13%).
- HR received **insights into people risks** that need to be focused on in the short and long term.
- Employees received **personalised insights** into their experience, which were **linked to internal Accenture resources and external resources** from Welliba to help improve their experience.
- HR and the communications team have **access to real-time data** to help address specific issues and use **targeted news and polls** to further explore potential issues and solutions.
- This project was submitted for the Belgian HR Excellence Awards and received the **Best HR Tech Award 2024** from a jury of independent international HR leaders.

“Instead of going with a one size fits all solution, Welliba offers us relevant insights to help us be more successful in this integration into Accenture. In HR we need to be able to respond when new trends emerge and Welliba’s technology helps us better understand our people and stimulate them to participate in a way that ensures our new company becomes a better place where everyone can thrive.”

Nicolas Radelet