

Case Study

EVP Analysis & New Competitor Insights Through External Data



Name: **IDEMIA Secure Transactions**

IDEMIA Secure Transactions (IST) is a French High Technology company, specialised in cryptography, with approximately 10,000 employees spread throughout the world. IST provides the technology to enable secure payment and connectivity transactions across multiple markets including financial services, automotive and mobile network operators.

"The EXcelerate solution provided us with a wealth of information to further sharpen our Employee Value Proposition messaging. The insights and recommendations we received were clear and detailed, but not to the point of becoming overwhelming."

"We also decided to add an inside-out perspective by running a pilot project using Welliba's EX+ technology for a smaller part of our organisation. Linking the two perspectives offers us an even deeper insight into what our employees experience and what they expect from us."

Dave Kowal
Chief People Officer

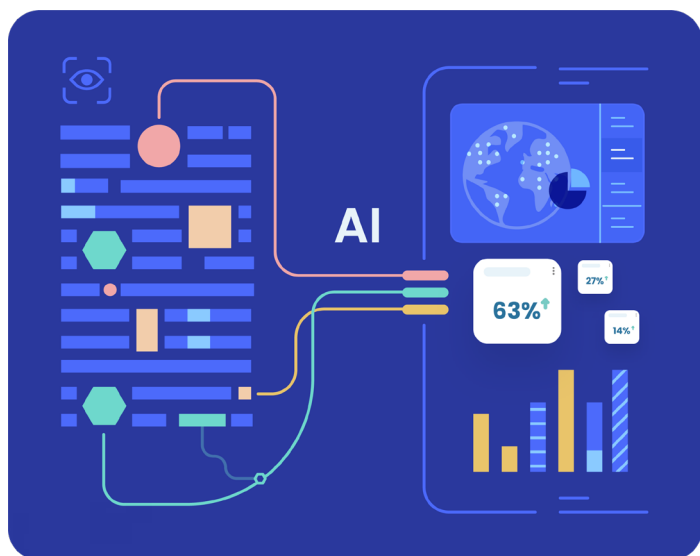
Context

Understanding the current state of IST's Employee Value Proposition

IST wanted to gain a deeper understanding of its Employee Value Proposition (EVP). The new Chief People Officer and VP of Talent Acquisition needed to quickly understand IST's strengths and opportunities to sharpen the focus of people initiatives. IST also wanted to benchmark its performance against its key international competitors.

Solution

An Outward-In EX Perspective to Uncover New Insights



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

Employee experience is defined as the result of a unique and dynamic interaction between a person's characteristics and their work environment.

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 a competitive advantage to be gained or where there may be blind spots.

Benchmarking IST's EX

Our EXcelerate benchmarking showed that IST's overall EX score was already well above the industry average.

One key insight revealed was that some parts of the content strategy around EVP communications needed to be reconsidered. Much of IST's EVP communications focussed on the technical expertise of their solutions, while the many benefits offered to employees were not communicated as thoroughly.

Example of an analysis of what IST communicates on its website and LinkedIn pages:

Website and LinkedIn Stats between January 2024 and September 2024

Website

Identity & Security Technologies	20%
Corporate Mission & Purpose	20%
Innovation & Technology Leadership	15%
Sustainability & Environmental Impact	15%
Artificial Intelligence (AI)	10%
Global Reach & Diversity	10%
Employee Growth & Opportunities	5%
Partnerships & Collaborations	5%

LinkedIn

Identity & Security Technologies	25%
Innovation & Technology Leadership	20%
Sustainability & Environmental Impact	15%
Global Reach & Diversity	10%
Corporate Mission & Purpose	10%
Partnerships & Collaborations	10%
Artificial Intelligence (AI)	5%
Employee Growth & Opportunities	3%
Certifications & Recognition	2%

Outcomes of EXcelerate

External Data Insights at IST



Workflow Automation

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



Resource Optimisation

Timing aligned with onboarding of new Talent Acquisition Leader, who could **shorten time from analysis to action**



Improved Efficiency

No additional time was needed from employees or corporate communications teams



Broad Skill-Set

An **"outside-in"** perspective to impact people & business outcomes in parallel to organising a small pilot to understand the internal perspective & personalisation of guidance for employees & managers



Actionable Insights

Clear recommendations on how to leverage competitive advantage against chosen competitors and where to sharpen corporate positioning on website & LinkedIn to **create an authentic EVP**

