Qmarkets
Collective intelligence solutions

Idea & Innovation Management

Case Study

SWISS POST
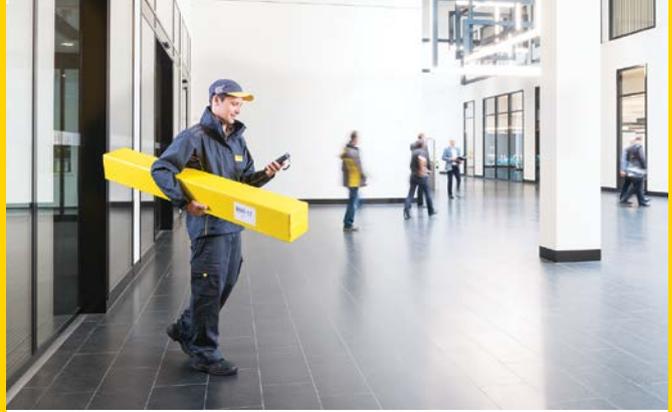
Who are Swiss Post?

Founded: 1849
Employees: +60,000

Branches: 3,494

Industry: Logistics, Public Transport, Communication, Finance

Customers: +10 million

Market Value: Annual revenue of 8,224 Billion CHF
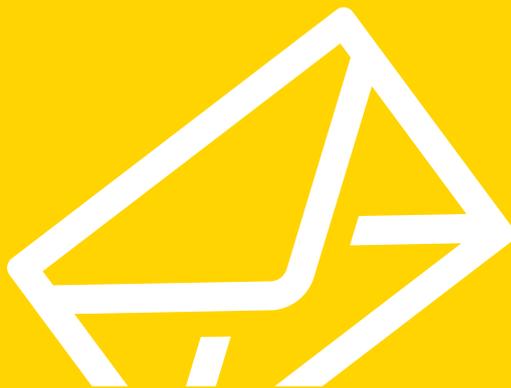
Swiss Post is a company which has faced several waves of major disruption across their 167 year history. However rather than weakening them, this adversity has allowed them to understand the value of a principle which is now more crucial than ever; innovation. Fuelled by innovation, Swiss Post and their subsidiaries continue to provide a wide range of products and services to an international audience:

PostMail: Delivered over 2 billion parcels and letters across the globe in 2015

PostFinance: The number 1 bank in Swiss payment transactions, and leading retail financial institution with 2.9 million customers.

PostBus: The leading bus company in Switzerland's public transport network with +2200 buses and 145M passengers each year.

The Challenge

How to make sure that every voice counts:

- Setting challenges for the whole workforce of 60K employees
- Upgrading from a legacy idea management platform
- Collaboration in 4 languages – German, French, Italian and English
- A scalable solution which could evolve and adapt to meet future needs

Swiss Post came to Qmarkets with the aim of allowing idea submissions from their employees, and the ability to reward them for successful contributions. But it was clear from the very beginning that Swiss Post would like to introduce additional capabilities, specifically, upgrading employee collaboration and introducing a company-wide innovation process. As time went on these requirements evolved significantly to cover a wide range of challenges, objectives, and functions.

As a decentralized organization, one of the most unique challenges faced by Swiss Post is the fact that their employees meet end-customers in hundreds of thousands of separate locations across the country. Allowing these employees to share their insights and best practices for the benefit of the whole organization was crucial. It was crucial for Swiss Post to ensure that the voice of every single employees would be heard, for the benefit of not just the employees themselves, but the entire company as a whole.

The Solution

Qmax

Robust Innovation Management Software

- ✓ **The System:** Qmarkets' Q-max future-ready solution
- ✓ **Special Requirements:** Multilingual functionality, automatic work streams, multi-tenancy
- ✓ **Key Add-ons:** Mobile App, Q-kaizen subsystem, Q-scout
- ✓ **Evaluation Technique:** 50+ Innovation moderators, 3 system modules

In the beginning, Swiss Post utilised the Qmarkets platform to manage their classic idea management process for continuous improvement, replacing an existing system which had limited functionality. The solution was launched with Qmarkets' inbuilt multi-lingual package, which allowed users to collaborate across languages.

Swiss Post's requirements developed alongside Qmarkets' offering to include:

- ✓ Dedicated innovation campaigns
- ✓ First generation of Idea Scouting: an integrated sub system that SwissPost calls "InnoNetwork", which allows the company to efficiently track external-business and technology opportunities

- ✓ Introduction of work streams: automated pre-defined idea channels
- ✓ Q-touch Mobile App: for quick and easy employee engagement on the go
- ✓ And many others…

The Result

- **IDEAS:** +15,000 submissions since 2012
- **CAMPAIGNS:** 120 individual idea challenges
- **VALUE:** $9.5 Million USD

> The Qmarkets platform is the main tool we use for handling a business plan idea challenge at Swiss Post called PostVenture. This project allows staff to submit business ideas within specific contests across specific periods of time. This is a perfect example of how crucial it is to choose an idea management platform which is flexible, scalable, and configured to meet the specific requirements of your company. Qmarkets and Swiss Post continue to go from strength to strength as a result of this relationship, which is something which will hopefully continue for many years to come. "

Lorenz Wyss
Head of Ideation & Idea Management at Swiss Post

Swiss Post's achievements using Qmarkets' platform were recognized in March 2016 when they received the prestigious international award for Idea Management from the Zentrum Ideen-und Innovationsmanagement group in Berlin.

USA

UK

France

Germany

Italy

Israel

Australia

Global Solutions Office (UK)
Sales, Project Management,
Consulting & Support

Address: 35 New Broad Street,
London, EC2M 1NH
United Kingdom
Phone: +44 (0) 203 009 3041
Email: sales-emea@qmarkets.net

Americas
Sales, Project Management,
Consulting & Support

Address: 800 West El Camino
Real Suite 180
Mountain View, CA 94040, USA
Phone: +1-650-943-2335
Email: sales-us@qmarkets.net

DACH (Germany, Switzerland and Austria)
Sales, Project Management
& Support

Address: Hanauer Landstrasse
126-128/15. OG, 60314 Frankfurt,
Germany
Phone: +49 (0) 695 095 757 47
Email: sales-swiss@qmarkets.co.uk

Asia & Oceania
Sales & Support

Address: Tower A, Level 5, 7
London Circuit, Canberra, 2601,
Australia
Phone: +61 (0) 261 69 4093
Email: sales-apac@qmarkets.net

France and Belgium
Sales, Project Management
& Support

Address: Tour Ariane, 5 place
de la Pyramide, La Defense,
Paris, France
Phone: +33 (0) 155 681 058
Email: sales-france@qmarkets.net

Headquarters
Headquarters, Sales, R&D, Support

Address: 19 Hamelacha St.
Entrance A, 1st floor, Afek Park,
Rosh Haayin 4809150, Israel
Phone: +972 (0) 3 757 3700
Email: sales@qmarkets.net

Italy
Sales, Project Management
& Support

Galleria Vittorio Emanuele,
Via Mengoni 4, Milan, 20121, Italy
Phone: +39 (0) 0230315315
Email: sales-italy@qmarkets.net