

CASE STUDY

The Henkel logo, consisting of the word "Henkel" in a red, sans-serif font, enclosed within a red oval border.

From Silos to Synergy: Boosting Henkel's productivity with Wegrow



The Starting Point

Henkel, a global leader in the consumer goods and adhesive technologies industries, operates across more than 75 countries and employs over 48,000 people worldwide. With a presence in diverse sectors such as laundry & home care, beauty care, and adhesive technologies, Henkel serves a wide range of markets and customers. Its workforce is highly multicultural, representing various languages, cultures, and working styles, which is both a strength and a challenge for collaboration.

Despite its global scale and resources, Henkel faced significant challenges in sharing and scaling best practices effectively. The company relied on traditional methods, such as email communication and fragmented systems like SharePoint, to disseminate information, resulting in inefficiencies, siloed information, a loss of productivity, and limited knowledge sharing across regions and departments.

Key Challenges:

- Lack of a consolidated system for sharing and scaling best practice, impacting productivity.
- Inefficient communication across regions and departments, reducing engagement and collaboration.
- Difficulty in locating and leveraging existing knowledge, limiting efficiencies and effectiveness.



People:
over 48.000



Wegrow Users:
3165 users
on 7 different
platforms



Industry:
Consumer
goods



Location:
Worldwide
(75 countries)



Department:
Marketing,
eCommerce,
Sales and Digital
Transformation



"Sharing best practices is always a challenge for us because we are a very globally diverse organization."

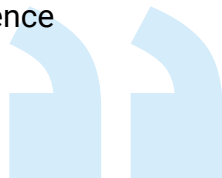
Jeremy Woodrow
Head of Sales & Channel Excellence

"It was just an old method of sharing... via email. It wasn't consolidated or well-communicated."

Louisa Rutt
Digital Market & Customer Activation

"Many countries and regions were doing things on their own without informing others, causing inefficiencies."

Mislav Smolcic
Senior Manager Global Sales Excellence





The Wegrow Solution

Henkel chose Wegrow's platform as the centralized solution to address its unique and complex needs for sharing and scaling best practices across its diverse global operations. The platform was designed to overcome the inefficiencies of traditional methods by offering a unified system that could consolidate knowledge, streamline communication, and make best practices accessible to all employees instantly, ultimately saving time and reducing costs.

With Wegrow, teams at Henkel can now seamlessly access curated, validated content, empowering them to replicate proven strategies across regions without duplication of effort. Its advanced capabilities have not only enhanced collaboration but also accelerated decision-making and improved cross-departmental synergy, addressing Henkel's operational challenges at scale.

Key Features:

- **Centralized repository for scaling best practices:** A single, structured database housing all best practices across Henkel's business units and regions. This repository eliminates redundant efforts and provides real-time access to validated knowledge, ensuring consistency across global operations.
- **Advanced search functionality with tagging:** Powerful search tools allow employees to find relevant information within seconds. Users can search by region, topic, date... using intuitive tagging systems tailored to Henkel's unique operational structure.
- **Community-building tools to enhance user identity and engagement:** Beyond sharing knowledge, Wegrow fosters a sense of belonging by enabling users to create personalized profiles. These profiles highlight individual contributions and foster a collaborative culture, turning the platform into more than a tool—it's a community of practice.
- **Real-time analytics and feedback loops:** Wegrow offers insights into how best practices are used (views, active users, posts collected, reuses, time saved), enabling Henkel to measure the impact and refine strategies. These analytics ensure that knowledge sharing aligns with organizational goals.
- **Interactive features for engagement:** Employees can like, comment on, chat with the author and share the best practice, driving continuous improvement and innovation.

"The more we share between countries and departments, the better we are compared to the competition."

Philippe Guégan Global Head of Marketing Strategy & Head of Sustainability

"With this platform, you create the backbone of the e-commerce global knowledge within Henkel."

Camille Semeneri Global Ecommerce Specialist

"Wegrow gives you an identity. It's not just another platform—it allows users to have their own personality."

Paola Pérez Former Global Commercial Excellence



Impact and Results

By leveraging Wegrow, Henkel transformed its approach to collaboration and knowledge scaling. The platform enabled faster implementation of best practices, improved productivity, higher engagement rates, significant time savings, and a stronger focus on sustainability and innovation.

Quantitative impacts:

- **50–60% Engagement rate:** Demonstrating high user adoption and participation globally.
- **Time savings:** Reduced the time to find best practices to less than 10 seconds.
- **Accelerated implementation:** Shortened the time to implement best practices across regions.

Qualitative impacts:

- **Enhanced collaboration:** Teams could easily access and share information, fostering a culture of collaboration.
- **Increased efficiency:** Consolidated efforts reduced redundancies and optimized processes.
- **Sustainability focus:** Leveraged existing successes to drive impactful, sustainable practices.

"We can leverage what is there, reuse it, and also use it as references externally."

Caroline Lafos
Project Manager Sustainability

"Wegrow gives us the ability to find information quickly and easily—this is a big value for us."

Jeremy Woodrow
Head of Sales & Channel Excellence

"We have significantly shortened the time of implementing best practices from one region to another."

Mislav Smolic
Senior Manager Global Sales Excellence



High Engagement and Adoption: Engagement rates are very high, around **50–60%** or sometimes even higher. This reflects significant adoption across Henkel's global workforce.



Boosted Productivity:

Enhanced global collaboration, streamlined cross-functional alignment and boosted productivity.



Time Savings:

Finding best practices takes less than 10 seconds. Compared to previous methods (email or SharePoint), this represents **an 80–90% reduction in search time**. Accelerated adoption of best practices and processes globally.



Core Value Alignment:

Supporting Henkel's focus on sustainability initiatives.



Faster Best Practice Implementation: We have significantly shortened the time of implementing best practices from one region to another. This indicates a **reduction in adoption time by at least 50%, allowing for faster global alignment.**



Enhanced Resource Access:

Boosted employee motivation through a structured and engaging knowledge-sharing process.

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