

CASE STUDY



Driving efficiency and cutting costs: Unilever's game-changing strategy with Wegrow



The Starting Point

The Ice Cream Digital Commerce unit from Unilever, a global leader in consumer goods, sought a solution to improve team efficiency and operational consistency across its vast, internationally dispersed workforce. The unit faced significant challenges in maintaining updated knowledge resources, leading to inefficiencies and communication barriers. By integrating Wegrow's innovative platform, The Ice Cream Digital Commerce unit from Unilever revolutionized the way their teams shared and implemented best practices, ultimately enhancing productivity and collaboration.

The Ice Cream Digital Commerce unit from Unilever, struggled with:

- **Outdated and disorganized resources:** Traditional platforms like Share-Point often housed outdated files, lacked real-time updates, and made it difficult for team members to collaborate effectively or track changes.
- **Time wastage:** Employees would spend up to an hour searching for the correct materials, frequently needing to follow up via emails or direct messages—especially when colleagues were unavailable or on vacation.
- **Fragmented knowledge sharing:** Valuable insights were often lost or inaccessible when key team members left or shifted roles, resulting in duplicated efforts and reinvention of already proven strategies.



People:
128.000



Ice Cream Digital Commerce unit:
250



Industry:
Consumer goods



Location:
Worldwide



Department:
Digital - Ecommerce

“When I use the Sharepoint as an example, a lot of the files there are quite outdated...For every time we have to search about something, there is about an 1 hour that’s being wasted by actively emailing people and having to message them, tacking them down.”



The Wegrow Solution

Wegrow provided them with a streamlined platform specifically designed to address these challenges through:

- **Knowledge bank integration:** Wegrow enabled Unilever’s teams to store, update, and access vital information quickly. This facilitated seamless sharing of best practices and essential documents, ensuring that employees always had the most current and relevant resources.
- **Boosted collaboration with interactive engagement:** Wegrow’s platform promotes seamless communication and collaborative learning through interactive tools. Unilever’s employees could comment and update, enhancing cross-team dialogue and feedback. Integrated social network features allowed users to like, comment on, and follow key posts, boosting engagement and reinforcing a culture of knowledge sharing.
- **Enhanced productivity and time savings:** By simplifying the process of finding resources, Wegrow significantly reduced the time spent searching for documents and tracking down information. With search functionalities, finding the most relevant best practices became more efficient—organized by category, market, and post type. This shift allowed team members to concentrate on higher-value tasks and strategic initiatives.

“In our Team, speed is our currency...with Wegrow it’s easier to reach the right content at the right time.”

—Selen Degirmenci
Former Global Head
at Unilever





Impact and Results

The integration of Wegrow led to profound improvements in Unilever's team efficiency and performance:

- **Improved efficiency:** With Wegrow's platform, Unilever saved an estimated 18,000 workdays per year across all users.
- **Cost savings:** The digital commerce team alone recorded nearly \$200,000 in revenue savings due to the improved productivity and streamlined processes enabled by Wegrow.
- **Alignment with core values and continuous learning:** Wegrow's platform reinforced Unilever's key team values of fearlessness, authenticity, and unity, allowing the team to learn faster and collaborate more effectively. This support aligned with their motto, 'speed is our currency,' and promoted continuous learning and innovation. Employees, especially new hires, could quickly access up-to-date best practices and insights, accelerating their learning curve and enhancing their contribution.

By leveraging Wegrow's innovative platform, Unilever was able to overcome significant barriers, achieve impressive time and cost savings, and create a culture of shared knowledge and continuous improvement.

"The idea of using Wegrow is actually save time by looking after other cases, so you just take the learning from there and we have estimated a 18k days per total users per year."



Workday Savings: Unilever saved approximately 18,000 workdays annually.



Accelerated Learning: Faster onboarding and better utilization of best practices.



Revenue Impact: \$200,000 in revenue savings within the Ice Cream Digital Commerce Unit.



Core Values Alignment: Supported Unilever's focus on speed, unity, and continuous learning.



Enhanced Resource Access: Improved real-time collaboration and up-to-date resources.



Increased Efficiency: Streamlined processes and reduced duplicated efforts.



Boosted Productivity: Overall improvement in team productivity and workflow.

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