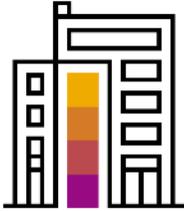


SAP Innovation Awards 2021 Entry Pitch Deck

Transforming the Learning Experience with SAP® SuccessFactors

Royal Mail Group

PUBLIC



Company Information

Headquarters	London, England
Industry	Postal Service & Courier
Web site	https://www.royalmail.com/

One of the oldest organizations in the world, Royal Mail Group can trace its origins back over 500 years to 1516.

Royal Mail and its forerunner organizations are responsible for a number of global firsts, ranging from the Penny Black stamp to the world's first 'one-price-goes-anywhere' Universal Service.

Royal Mail Group is a global organization, operating in 43 countries around the world. Their global revenue exceeds £10 billion per annum, with an employee base of almost 160,000 people. Royal Mail Group delivers more than 1.8 billion parcels and 14 billion letters every year.

They have a clear vision to be recognized as the best delivery company in the UK and across Europe. Their strategy to achieve this leverages our strengths in the UK and overseas through GLS (General Logistics Systems), generating sustainable shareholder value. That proud tradition of innovation continues today as they introduce new technology and digital services and expand their services at home and abroad.

Transforming the Learning Experience

Royal Mail Group



Royal Mail



“The Fridge is the fuel that powers our digital transformation. Cool, fresh and sleek, it will change the way we solve problems, develop careers and lead our people in Royal Mail.”

Justin Ukrainski, Head of Learning and Development, Royal Mail

Challenge

To continue on the business & workforce transformation trajectory, Royal Mail needed to have a platform that provided a personalized user experience, delivering accurate information/knowledge, guidance/skills, and encouraging the proper cultural behaviors within the business.

Solution

Built on a foundation of SAP SuccessFactors, the team developed a user-centric digital personal development platform (branded as “The Fridge”) that is “consumer grade”, practical, and personalized with the goal of assisting people with the right tools, in the right format, at the right time to perform their day to day roles.

Outcome

Overall project completed within 12 weeks total (100% virtually due to COVID) combining many technologies that had not previously been paired together. This was the first SAP Work Zone for HR implementation in Europe (bleeding edge) and the first Blend (learning experience platform) developed by TalenTeam, on top of the first SAP SuccessFactors deployment for Royal Mail.

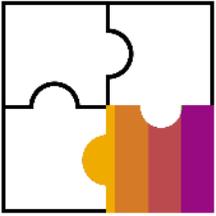


30%

Of the target audience has engaged with the new platform

65

Leadership badges have been completed indicating positive utilization



Participating Partner Information

TalenTeam

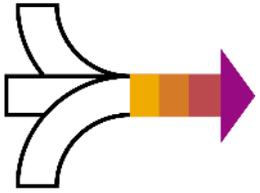
Application Partner (developed Blend) and SuccessFactors Implementation Partner



“As a partner focused solely on SAP SuccessFactors, TalenTeam brings a unique combination of experience and innovation when implementing and extending the solution. Our deep expertise in SAP SuccessFactors and the SAP Cloud Extension Suite enabled us to partner with Royal Mail in delivering a truly world class solution that enhances their focus on continuous learning and development.”

Sandeep Nahata, Managing Director, TalenTeam

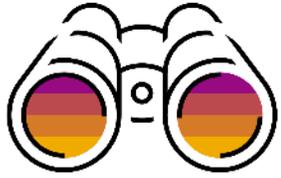




Business Challenges and Objectives

Royal Mail had implemented a new Learning Management System some 5 years prior that was compliance driven, but given the mail, parcel and courier market changes, they also needed to transform their approach to be more user focused and improve the employee engagement experience. The opportunity is to create a foundation for all learning and development and bring the workforce along with the business as it progresses along the transformation journey.

The Royal Mail project was primarily focused on improving the employee engagement platform user experience. Although the workforce transformation is part of a larger 3-4 year company-wide transformation, it is important to ensure employees are informed, engaged and empowered during this time of change and have one source of truth that provides resources, tools, and clearly articulates learning and development opportunities & pathways.

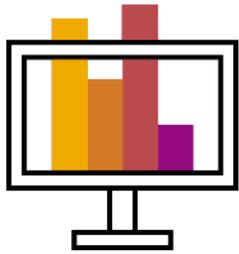


Project or Use Case Details

Royal Mail has typically been a follower from a technology perspective, but with their company-wide transformation initiative in conjunction with the emergence of COVID-19, they understood the importance of ensuring their workforce felt as though they were an integral and important part of business.

The project involved upgrading the workforce learning and resource platform to one that was a user-centric experience (vs. compliance focused), intuitive, informative, data driven, and laying an enterprise-level foundation for the future. Royal Mail partnered with TalenTeam on the Blend implementation and the entire project was completed within 12 weeks by a team that had never met prior and was 100% virtual due to Covid.

Blend is a learning experience platform built on top of the SAP SuccessFactors layer and SAP Extension Suite. It is the first globally live SAP Work Zone for HR implementation, bringing together a combination of 2 complementary technologies to help shape a highly impactful, visual and intuitive user experience. This new learning experience platform, branded internally as “The Fridge”, delivers the information, tools, and resources to the workforce help them to do their jobs more efficiently by allowing users to choose the way they want to learn, providing access to learning and career content that is most relevant to the individual and their role. The platform further provides the business with deeper insights about user behavior, needs and wants. Plus, management can use that information to make more informed resourcing, employee development, and business decisions.



Benefits and Outcomes

Business or Social

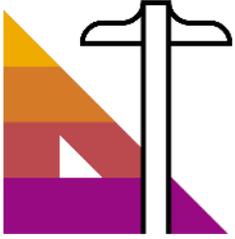
- Delivered a more personalized and high end user experience
- Improved availability of insights; pairing Blend with SAP Work Zone for HR delivers more information about user behavior and how to better meet customer needs
- Improved employee engagement & streamlined the delivery of information on a large scale

IT (optional)

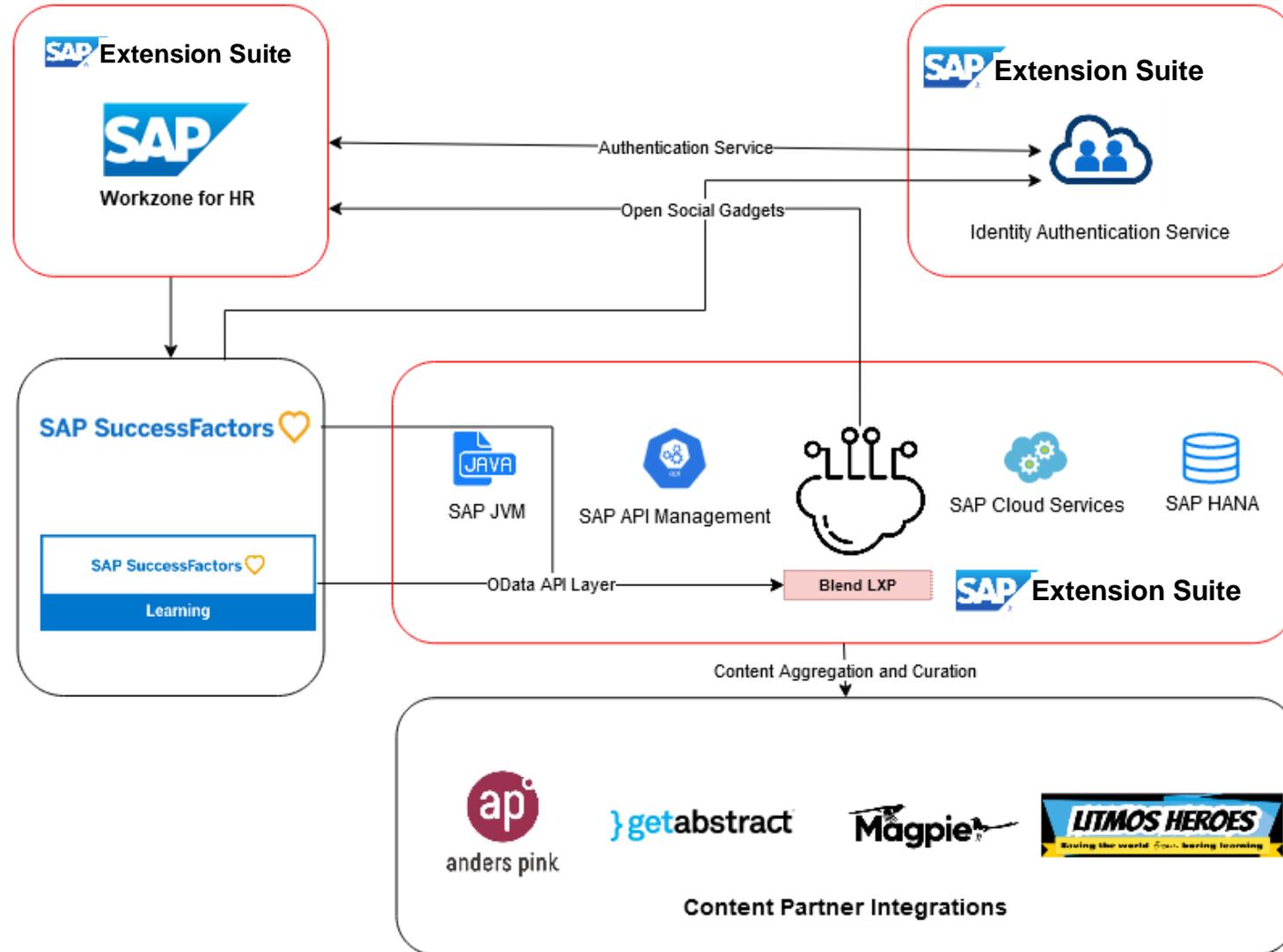
- The combination of 2 complimentary technologies (SAP SuccessFactors & SAP Work Zone for HR) brought together to deliver a more robust and enterprise system geared for enterprise users

Human Empowerment

- Delivers tools & resources to help employees perform their day-to-day roles better
- Data insights provide the ability to identify local experts and elevate them as ambassadors for the “Royal Mail Way”
- Delivers further agility between program managers and front line employees



Architecture





Deployment

Deployment status Live

Date December 2020

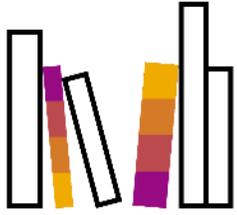
Number of users Current = 1200 users, Phase 2 = 8000 users (by March 2021), Phase 3 = 150K employees (TBC)

SAP® technologies used:

	SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1	SAP SuccessFactors	Live	Built Blend, the learning experience platform, on top of SAP SuccessFactors
2	SAP Extension Suite	Live	Connects Blend & SuccessFactors to the Royal Mail infrastructure/systems
3	SAP Work Zone for HR	Live	Service that runs the UX for Blend and other applications used
4	Identity Authentication	Live	Authentication for SAP Work Zone for HR, SAP SuccessFactors and Blend powered through Identity Authentication

If you have used one or more of the services or support offerings from SAP Services and Support during the implementation or deployment phase, please indicate which one(s) below with an

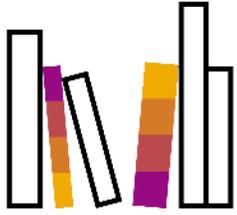
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| <input type="checkbox"/> SAP MaxAttention™ | <input type="checkbox"/> SAP ActiveAttention™ | <input type="checkbox"/> SAP Advanced Deployment |
| <input type="checkbox"/> SAP Value Assurance | <input type="checkbox"/> SAP Model Company | <input type="checkbox"/> Others: |
| <input type="checkbox"/> SAP Innovation Services | <input type="checkbox"/> SAP Innovative Business Solutions | |



Additional Information

The following **advanced technologies** were part of the project

Technology or use case	Product used*	Contribution to project and how product used integrates with SAP products
1 Personalised Recommendation Engine	Custom	Blend LXP includes a powerful Personalization Engine to look at user data, their interactions with the content and the user's social circles to understand useful recommendations for the user
2 AndersPink	AndersPink	Content Aggregation and Curation Engine used to aggregate and automatically bring fresh content into the Platform.



Additional Information

Introducing SAP Work Zone for HR at Royal Mail, known as “The Fridge”
<https://share.vidyard.com/watch/GPN88huHKq7e1YehYhcAiZ>