



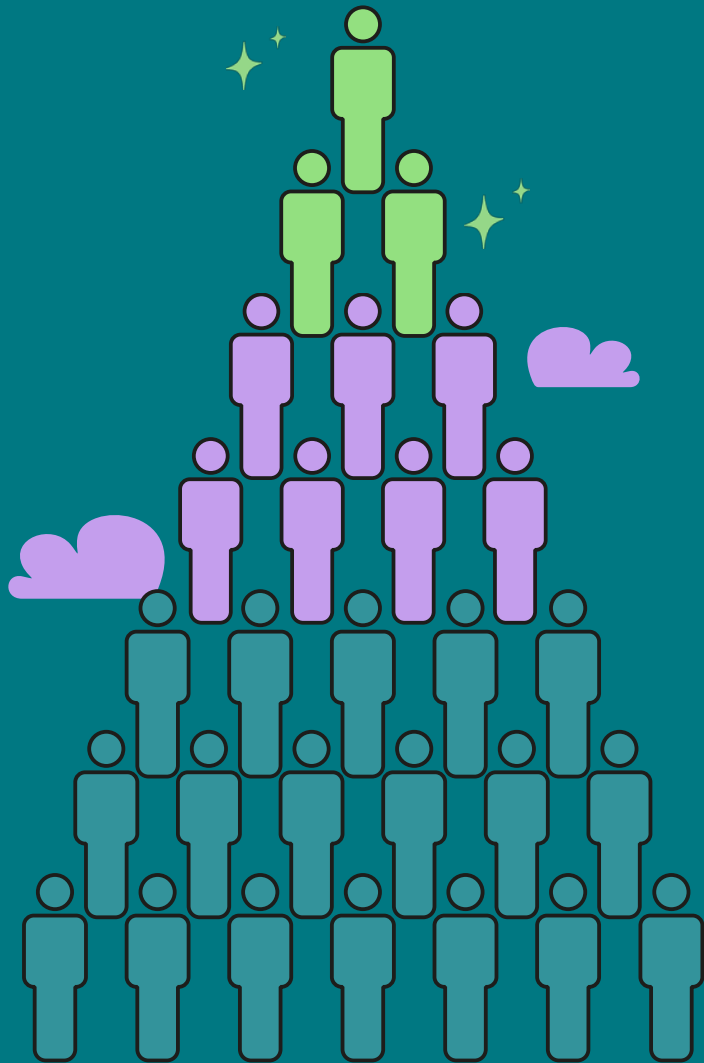
FRONT AND CENTER

REVOLUTIONIZING EMPLOYEE EXPERIENCE FOR BUSINESS IMPACT

GLC – HR Minds

Heike Virmond, PhD – Kitopi, September 2024





How many of us know their total employee number?



How many of us know the specific needs of all layers?



And how many of us actually address the needs across the whole pyramid?



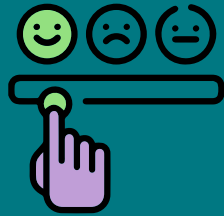
KITOPI PURPOSE:

SATISFYING
THE WORLD'S
APPETITE TO
CREATE JOY

It starts and ends with ALL Kitopians to make it happen!



DOES IT MATTER?



Best place
to work eNPS

eNPS
26.6%



43.9%



Amazing customer
experience CX

CX
3.5



4.5



Smashing the budget
Top/bottom line

EBITDA
-28.9%



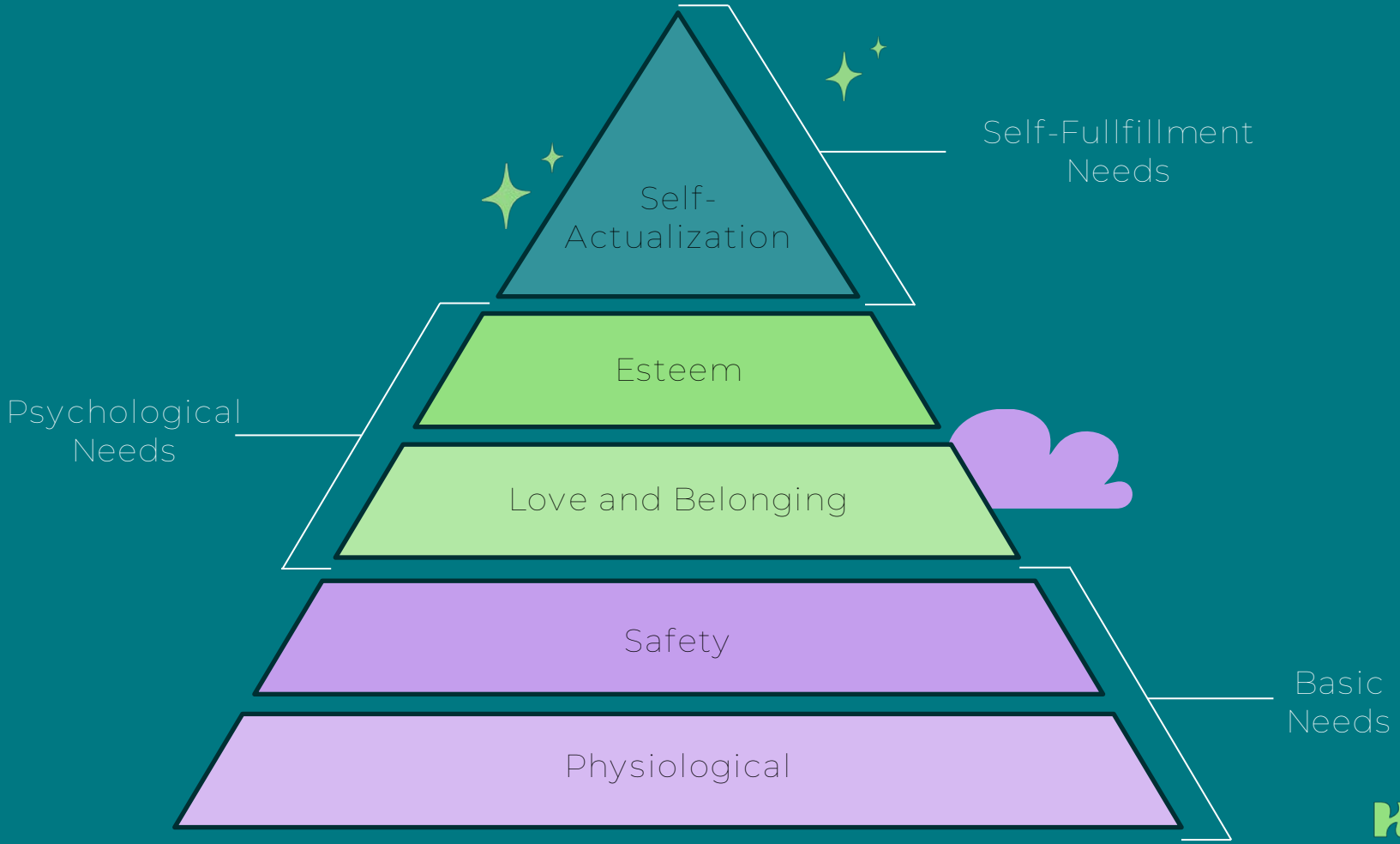
0.4%

HAPPY
EMPLOYEES



HAPPY
CUSTOMERS

So, what does it take to have "happy employees"?



Our learnings at Kitopi

No.
1

Listen to understand what matters (don't pretend to know)



PERFORMANCE ENABLEMENT
FOR ALL KITOPIANS

VALUES CHAMPION FOR
BACKLINERS AND FRONTLINERS

WELLBEING FOR ALL

DEEP DIVE WELLBEING



SPORTS TOURNAMENT

THEMED EVENTS



Our learnings at Kitopi

No. 2

Same principles but "not one size fits all"

WOMEN@KITOPI

FRONTLINER NETWORK



DEEP DIVE FRONTLINER NETWORK

The network empowers our frontliners to share their ideas and feedback, driving continuous improvement



"We really liked the sessions and felt good knowing that management cares about us. It's nice to see them listening to our concerns and trying to make things better."

"The sessions motivated us to work and provided a better understanding of our purpose within the organization. It's inspiring to see how our contributions are valued."

"We were excited for these sessions because we wanted to talk about what's going on at work. It's good to know that management is interested in hearing from us."

"This initiative gave us a chance to speak up and be heard, which is really important to us as Kitopians."

Our learnings at Kitopi

No.
3

Data, Data, Data



GOALS AND
KPIs



VOICE OF
KITOPI



STAY INTERVIEWS
& GLASSDOOR

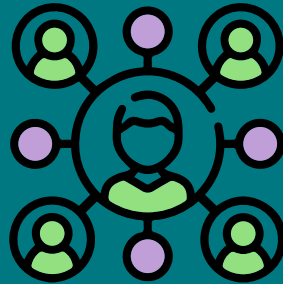


CX RATING

IT'S A JOURNEY – AND NEEDS LOT OF COMMITMENT



It takes time
and financial
effort



All leaders need
to be part of it



Psychological
safety is
different for
different people

It starts
... and ends with our people



HAPPY
CUSTOMERS

=



HAPPY
EMPLOYEES

High performance, but in the human way

#ONETEAM

THANK YOU!
THANK YOU!
THANK YOU!
THANK YOU!
THANK YOU!
THANK YOU!
THANK YOU!
THANK YOU!
THANK YOU!
THANK YOU!