



EZASSI CASE STUDY

Employee Satisfaction

The Key to Innovation Success

In the competitive landscape of business, the emphasis often lies on customer satisfaction. However, the cornerstone of enduring success is rooted in employee satisfaction.

Faced with this reality, our client aimed to cultivate a workplace where employees not only feel valued, engaged, and empowered but are also active participants in fostering a culture of innovation.

The true challenge lay in maintaining and elevating employee satisfaction amidst the company's growth, the introduction of new team members, and the launch of innovative products - all while navigating the shifting terrains of market demands.





Implementing a Culture of Innovation

The objective was to weave innovation into the very fabric of the company's culture, making it a constant in their internal practices and employee expectations.

Introduction of Ezassi's innovation campaign and KPI components.

Use of an innovation software platform to

- Execute the innovation campaign.
- Give every employee a voice.
- Launch internal innovation challenges.
- Track success metrics.

Development of program supported by an innovation portal and microsite as a centralized innovation hub.

Continuous motivation through

- Idea submissions and voting.
- Collaboration and review workflows.
- Regular communications and timed announcements.



Ezassi Tools to Power Innovation

Innovation Management Products

Idea Management Software - Full solution for internal and external Ideation

Technology Discovery Software - Scout the digital horizon for new methods and technologies

Pipeline Management Software - Channel these ideas into a flow of breakthrough innovations

Innovation Management Services

Innovation Strategy Solutions - Corporate alignment, best practices, and KPIs to support innovative culture and growth

Technology Discovery & Market Analysis - Reports to complement R&D and insight for Innovation Programs

Innovation Program Management - Challenge-as-a-Service Open Innovation and Custom Innovation Program Services

Case Study

NNPC Case Study: Innovation Strategy Solutions - Building Innovation Strategy & Culture for Africa's Largest Energy Company
<https://ezassi.com/wp-content/uploads/2024/04/NNPC-Strategy-Case-Study-FINAL.pdf>



Measurable Program Success

Initial engagement rates

- 96% of employees engaged with the platform.

Ongoing engagement details

- 75% regular users with 50+ annual interactions.
- 55% identified as power users with 10+ monthly interactions.

Innovation contributions and advancements

- 36% of employees contributed innovative ideas.
- 56% of submissions advanced to higher review stages.

KPI achievements

- 55% of employees received full innovation bonuses.
- 20% of employees received half of their projected bonuses.

End Result

A Thriving Innovation Program and Culture