

Bitrix24[®]

Creating an HRMS platform for 14,000 employees of a major consumer electronics retailer



About the client

The client's company owns a large chain of consumer electronics stores (2,600+ retail outlets) with its own service and logistics centers, as well as reliable partnerships with global manufacturers.

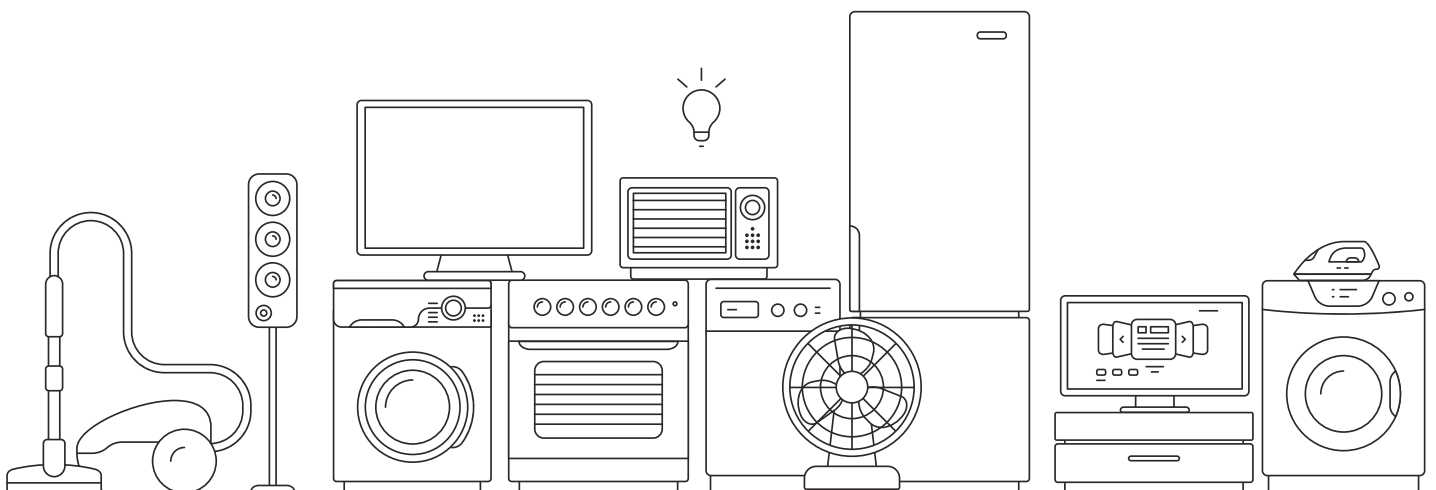
The client was looking for a comprehensive solution that would tie all of its retail outlets and regional offices into a single network with centralized, secure access.

Project name: Communication and training platform for 14,000 employees

Completed in: 2024

Industry: retail

Bitrix24 edition: On-premise



Project overview

Key challenges	How Bitrix24 helped to solve them
✗ Ineffective internal communication	✓ Establishing a unified HRMS Platform
✗ Lack of collaboration and knowledge sharing	✓ Enhancing internal communication & collaboration
✗ Inefficient employee training and onboarding	✓ Streamlining employee training and onboarding
✗ Limited accessibility of work tools	✓ Improving knowledge management
✗ Outdated storage and process management	✓ Introducing automation and AI assistance

Post-implementation success metrics



10,000+
daily active users



+50%
targeted news feed
engagement



from 10 to 5 days
reduced business trip
disruptions



33,000+
employees completed
training programs

Background

When the client originally approached us in 2020, the management was looking for a tool that could solve the following problems:

- miscommunication between the company's departments
- inefficient process of training and adaptation of employees
- slow, unreliable exchange of information and files between employees and departments

The company has 11 divisions, each with its own corporate rules and communication channels. As a result, the processes of employee training and adaptation varied greatly depending on the division, some of them were implementing and using their own solutions.

This often resulted in situations when there was no single source of reliable information, no communication management, no live exchange of knowledge, experience, or formal training.

A lot of important corporate data was still stored on paper or in the minds of people who trained their employees. This slowed down business development and had a negative impact on employee adaptation.

One of the possible solutions was creating a single, unified HRMS that would allow the top management to communicate the company's development strategy and corporate values to divisions more effectively and establish a single platform for all internal communications.

Initial implementation

We started off by adapting Bitrix24 for the HRMS needs of the client. The initial implementation was done with basic functionality, as an MVP for the client. Several key metrics were chosen to track and measure the project success:

- Ability to scale the system to include a larger number of employees
- Active daily use of the HRMS and its key components: messenger, knowledge base, feed, etc.
- User engagement without pressure and advertising, the system should offer unique content
- Ability to track activity through built-in Bitrix24 analytics tools
- A corporate education platform that should feature knowledge testing, onboarding and training materials
- The system should become not just a corporate news bulletin, but a comprehensive communication platform for the whole company

During the next 18 months, we kept developing the project, building on top of the initial implementation, adapting and customizing the existing functionality to meet the client's needs.

Final result (as of 2024)

Since the initial, limited rollout for 1,500 employees, the current number of active users has risen up to 14,000. The HRMS now fully covers all of the employee onboarding, training, and communication needs. Here's a quick overview of the main components.



Start page

Here, users can easily access all available services and read the latest corporate news and updates through posts in the live feed.



Targeted news feed

A news feed containing relevant posts is formed based on the company's agenda, current events, and topics that might be of interest to the audience. The news feed allows the client to select groups of users who will see the content.



User-generated content (UGC)

Individual groups with their own news feeds unite users to communicate on specific topics. These can be non-work activities (interest clubs) or groups for exchanging ideas and cases in the company's areas of activity.



Feedback processing via Helpdesk

Helpdesk is a separate service within the client's HRMS platform, where users can ask a question, submit requests, leave ideas, and offer suggestions. The tool is especially useful for newcomers.



Corporate University

The Corporate University module is located inside the HRMS platform. This allows employees to discuss various topics during the training process and exchange experiences.

Once the HRMS had been implemented, employees could study courses from their smartphones, as well as take tests. This simplifies and speeds up the process of employee training and knowledge assessment.



Employee training automation of development

The HRMS automatically suggests developmental self-study activities that are required for a particular employee to advance their career. To get these suggestions from the HRMS, users need to go to the visual diagram of the employee's development path within the organization, build a career path, and then choose which of the suggested skills are worth acquiring.



Chatbot assistant: training and adaptation

The chatbot helps to quickly find information from the knowledge base, and also launch business processes: order a certificate, submit an application, and more.

Summary

Bitrix24 has successfully transformed the company's internal operations by providing a scalable, centralized, and user-friendly HRMS platform, significantly improving communication, training, and knowledge management.



Looking for a similar transformative experience for your business?

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demo and consultation.

SUBMIT REQUEST

