

Nomination: 5630

IBM

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company IBM
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title IBM
Category A01 - A31 Employer of the Year > A05 - Employer of the Year - Business & Professional Services
Employer of the Year Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required 2020 was a year of unprecedented challenges brought by COVID-19. Employees globally had to adapt to conducting operational activities remotely from home. We needed to find new ways to work, while continuing to engage our employees, develop talent, and increase organization capabilities to meet business objectives. The domains in Quote-to-Cash (Q2C) APAC & Japan, which provides pre-sales/post-sales support for IBM's sellers, collaborated on a comprehensive slew of initiatives to stay connected virtually – engaging 2600 employees in our organization, across 8 markets, and empowering them in multiple ways. Our 2020 theme “Q2C Strong”, continuing into 2021, was reflected in our outstanding achievements described below.

b. Outline the organization's employee-relations achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

Kaizen & Operations

-Launched innovative cognitive solutions that improved our work processes, leveraged as client demo assets for IBM Cloud Pak for Data.

-Created Kaizen Olympics 2020, a multi-event gamification opportunity driving innovation and continuous improvement. Besides generating many ideas to transform our processes, saving productivity hours and building a pipeline of future opportunities, we improved employees' capabilities in innovating, problem-solving, business presentation, data analytics and automation.

-Continued with Race to Automate & Simplify in 2021, our signature program to engage, ideate, simplify & automate, leveraging employees' brilliant ideas.

Client Advocacy

-Strengthened client engagement through client events, sales plays and stakeholder engagements, achieving best-in-class Net Promoter Score (NPS) and improved NPS Seller Response rate.

-Focused on customer centricity, a way to collaborate with our clients and put our focus on people and relationships over systems or processes. >95% completed Client Service Mindset education and badge.

-In 2020, we won 41 Industry Awards and internally, Client Advocacy Awards in 3 consecutive quarters.

-33 external Awards and numerous internal Awards in 2021: Client Advocacy Awards and patent filing award for home-grown asset Q2C Rapid Analyzer.

Talent & Engagement

-Grew our workforce of the future by investing in talent and skill development through: Talent Playbook, Talent Reviews, Think Day Learning Sessions, ACE Program.

-Became the most desired place to work with best-in-class employee engagement through: Improved recognition program, Quarterly Celebration Themes, Diversity & Inclusion events.

-Deepened capabilities in 2021 with Shoulder-to-Shoulder Program, 4 Skill Guilds, Skills Cup, Strategic Learning Plan.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

Faced with the pandemic, we had to radically rethink the way we worked. It was also imperative to encourage constant self-paced learning amongst our people to ensure they are resilient and adaptable to change, fostering a growth culture mindset, workplace and workforce. Collectively, our top priorities were to:

- Find new ways of working
- Drive innovation to improve processes and build a pipeline of opportunities
- Continue delighting our clients
- Keep our employees actively engaged
- Promote upskilling and talent development

These supported our strategic priorities: "Scale Operational Excellence with Focus on Business Outcomes that Matter"; "Empower and Inspire our People".

Results

Kaizen & Operations:

- Kaizen Olympics: 70% people participated, 871 project ideas garnered, >200K Hours savings expected
- Achieved 136% of goal – 816K Hours Productivity Gain via Automation, Tools and Process Automation (Goal: 600K Hours)
- Year-on-Year 22% improvement in turnaround time to support Seller's requests with speed

Client Advocacy:

- Achieved Best-in-class NPS Score: 98.7; NPS Seller Response rate: 75%
- Drive new strategy and improve NPS response rate by 30%, focusing seller on highest service requests
- Brand Advocacy: >100 Stakeholder engagements (19 countries, 16 business units, 6,813 clients), 25 client events, 16 sales plays
- Achieved >95% completed Client Service Mindset education and badge

Talent & Engagement:

- Best-in-class in Annual Employee Engagement Survey for Engagement, Leadership, Inclusion
- 96% Think 40 Hours (learning) achieved across organization
- 9298 earned badges (2020: 4287; 2021: 5011; average of 2/employee/year)
- 90% Completion of Strategic Learning Plan in 2021

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Our chief achievements can be summarized under the following three pillars:

- Harnessing our people's experience and expertise: Employees shared their expertise and contributed their ideas to simplify & automate our processes. Demonstrating IBM as Client Zero, we implemented our cognitive solutions internally and leveraged these as client demo assets. We facilitated knowledge exchange among our people and Subject Matter Experts, establishing Skills Guilds and Best Practice Sharing.
- Engaging our people in multiple ways: We found a new way to innovate and ideate together, while also engaging our organization, through gamification. Our people were actively involved in client engagement. We boosted recognition of our people's contributions and accomplishments, and promoted Diversity & Inclusion across our organization.
- Growing our people's capabilities: We provided comprehensive opportunities to develop talent – improving capabilities in innovating, problem-solving, business presentation, data analytics and automation; enhancing Client Advocacy; and ensuring future-readiness through focus on skills of the future.

Please see provided attachments for more details.

Webpage Link

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Supporting Document

No File Uploaded

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No

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