

Nomination: 8465

## Legend-ary Onboarding with HiBob

### 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

Legend

### Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

### Page: Entry Information

### Entry Title

Legend-ary Onboarding with HiBob

### Category

M01 - M04 HiBob Sponsored Categories > M03 - Best Use of Bob for Impacting the Employee Lifecycle

### HiBob Sponsored Format

Written Answers

### a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

We are Legend. Founded in 2004, we're at the forefront of progress in three exhilarating industries - Sports, Money and Gaming.

We're a truly global company, with 550 employees and 6 hubs located across Europe and North America, plus remote Legends hired through Employer of Records based in 16 other countries. Our business operates in a matrix structure, made up of business areas (pillars) and departments (chapters) growing organically and through strategic acquisitions.

Loyal users of HiBob since 2020, as we've grown, introducing new locations and new markets, our onboarding processes have needed to adapt, change and develop. This introduced challenges we needed to solve so we can deliver a consistent and robust onboarding experience for all Legends - no matter where they're based. These challenges included (but were not limited to) prompt ordering of IT equipment, access provisioning, manual data integrity issues across systems, and non-centralised and inconsistent communication with new starters and their managers.

In early 2024 we formed the Onboarding Project team. This cross functional group is made up of experts from our Talent, People, IT, Special Ops, and Strategic Operations teams. Our mission? To launch an amazing, effective and efficient onboarding experience for all new Legends.

### b. Outline the team's or organization's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

We revolutionised our global onboarding process using HiBob, enhancing the new hire and manager experience. Implementing numerous automations and delivering elevated integrations. Using HiBob we have:

- Introduced a comprehensive onboarding tasklist that is customised by field conditions; this automates essential tasks, centralises documentation with our Lever integration, and personalises the onboarding experience for our global community.
- Created a structured and automated communication plan from contract signature up until end of Probation, covering feedback reminders, 30/60/90 day plan, goal setting, probation & links to helpful resources as a gateway for new joiners.
- Deployed and optimised integrations with Slack and Jira, ensuring managers are automatically informed about their direct report's onboarding journey improving manager engagement by 60%.
- Added tasks that empower new hires to self serve completion of their DSE assessments, order their preferred company merchandise, and proactively explore company information before their first day. This streamlining has reduced support team intervention by 63%.

Through HiBob integrations and mapping our data fields we have automated:

- Okta & Microsoft, automating application assignments, distribution groups, file access, application permissions, and account creation.
- Payroll reports, saving 96 hours annually.
- IT equipment ordering - new employees order their equipment without intervention via an external partner.

We have exhausted HiBob functionality to create a single source of truth in our new hire flows, providing a central hub of information, and enabling seamless operations across different teams. Our inventive use of HiBob has transformed onboarding, driving excellence and meaningful change throughout a pivotal stage of the employee journey.

**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 team's or organization's past performance (up to 250 words). Required**

Historically, new hire data was manually added to HiBob, and into a tracker on Notion. By implementing and optimising HiBob integrations with Lever and Jira, data now flows seamlessly across 3 systems from Lever to HiBob, then to a New Starter tracker built in Jira. HiBob remains our single source of truth, and will save 170 hours across our Talent and People teams in 2024.

Utilising HiBob as our sole document storage location, we've increased data compliance. Documents are automatically saved in employee folders, and new starters are prompted to complete health and safety processes such as DSE assessments. If we're audited, documents are all in one place, reducing the amount of time required to gather information.

With out New Starter Tracker in Jira, and the HiBob integration, we've reduced the time spent manually ordering equipment and configuring new starters' access and permission - approximately 250 hours across 2024. Our teams already use Jira as a main service management channel, so new starter information flows seamlessly into this. Thanks to HiBob flexibility, we're able to map out process steps, order and information for other teams, through flows and tasks. We maintain streamlined and aligned process across systems, with smooth transitions without process interruptions, allowing the team to meet SLAs.

Previously, we didn't operate as one global unit. This new automated onboarding process is the first step of our global alignment programme - many elements of which will revolve around the strong foundational data architecture and processes we've built within HiBob.

**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**

We've attached examples of our previous HiBob tasklist for new starters (Attachment 1) and new HiBob task list (Attachment 2). The new tasklist includes multiple touchpoints from across the business all consolidated into one flow. It has relieved admin duties from Ops, Payroll, People and IT teams. Our old tasklist was very basic, with no manager messaging - which meant a lot of the responsibility for solid onboarding fell to the support chapters. Our new task list is also more inclusive as it is conditioned based on Entity (country).

These messages received excellent feedback from new starters: "The HiBob messages have been great. Not too intrusive, but all relevant". "I found it very useful getting messages to my personal email before I start".

Attachment 3 is a template built into this onboarding flow. You'll see we've empowered employees with flexibility to self-serve and made use of groups, ensuring this targets the relevant new starter.

In Attachment 4, this clip is from the video when our People Operations Specialist talks through the changes to the onboarding flow with our People team. By collaborating with other teams - such as People Data Architecture - we've been able to ensure a robust and future proofed process. We also rolled out communications to Managers (Attachment 5) giving them an overview of the changes, and also more specific task based videos. These communications received a glowing response from Managers: "This is such a huge improvement to the process for our new Legends."

**Webpage Link**

**Would you like to add an additional webpage link?**

**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/20920/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoyMDkyMCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9Original%20Hibob%20task%20list%20-%20Attachment%201.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/20921/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoyMDkyMSwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9New%20Hibob%20task%20list%20-%20Attachment%202.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

Download File (<https://stevies-sage.secure-platform.com/file/20925/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoyMDkyNSwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9Email%20about%20company%20swag%20ordering%20-%20Attachment%203.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 4**

Download File (<https://stevies-sage.secure-platform.com/file/20923/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoyMDkyMywiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9Recording%20of%20walk%20through%20of%20changes%20to%20onboarding%20shared%20with%20People%20team%20-%20Attachment%204.mp4>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 5**

Download File (<https://stevies-sage.secure-platform.com/file/20924/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDkyNCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9AK3AHAFGWS0?Recording%20of%20walk%20through%20of%20changes%20to%20onboarding%20shared%20with%20Managers%20-%20Attachment%205.mp4>)

**Would you like to add an additional supporting document?**

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