

# Establishment of an innovation unit

## Customer

Home Loan & Savings Bank

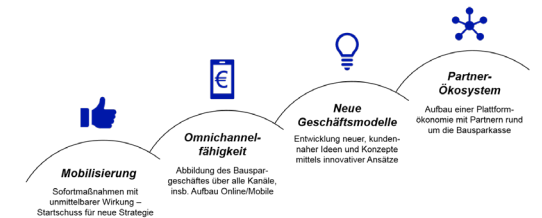
## Challenge

- Customers were no longer reached via traditional communication channels
- Digital strategy & roadmap was to be revised and adapted to requirements
- To ensure future viability a new, innovative area was to be established within the company

## Approach

To establish an innovation area within the Home Loan & Savings Bank, in-depth market and competition analyses were first carried out. Based on this, a digital strategy was developed and translated into a roadmap. The organizational set-up of the new unit was structured, and employees and managers were trained in innovation mindset and methods. Implementation was accompanied by precise project work.

- 1** Preparation of comprehensive market and competitor analyses (benchmarking)
- 2** Development of digital strategy & roadmap to achieve strategic goals
- 3** Establishment of new innovation unit, organizational structures, boards & committees
- 4** Role & task definition of all division employees & support of division management



## Results

Building the power of innovation within the organization



Newly established, positioned business area within the building society



Agile team with state-of-the-art working methods and decision-making structures (New Work)



Successful integration of the innovation area into established organizational structure