

Mobile Vikings



Mobile provider maintains start-up culture, achieves 80% engagement after acquisition using Unit4 Talent Management

Mobile Vikings is a major Belgian mobile virtual network operator, primarily targeted at young people. The organization has approximately 310,000 'Vikings,' as its customers are known. In 2020, Mobile Vikings was acquired by the leading Belgian telecommunications group Proximus.

INFO

INDUSTRY: Telecommunications
SIZE: 100 staff; 310,000 'Vikings'
LOCATION: Hasselt, Belgium
PRODUCT: Unit4 Talent Management

The Challenge

The company's acquisition by Proximus brings significant growth and business opportunity. However, Mobile Vikings wanted to maintain a vibrant, young start-up energy – the drive to be ambitious, positive, innovative, and creative. To achieve this, it needed real-time people insights.



How did Unit4 help?

- Cloud-based Unit4 Talent Management, an intuitive, automated, people-focused platform, manages performance, better understands the needs of the workforce, and helps develop talent
- Engagement Module uses frequent pulse surveys

- to understand Mobile Vikings' 100 people, identify development opportunities, and easily spot people trends
- Performance Module provides agility to manage one-on-ones, set clear objectives, and act on feedback



Achievements

Effective engagement

Mobile Vikings is achieving 80% employee engagement in frequent pulse surveys.

Maintains culture after an acquisition

Connected, intelligent people insights enable Mobile Vikings to monitor performance and engagement, retaining its unique, vibrant culture.

Talent management anywhere

Mobile app enables people to engage with platform anytime, anywhere.

“Unit4 shows that we are maintaining an average engagement score of 80% overall across our company. The data gives us quantifiable evidence that the company's unique culture is not only surviving – it is thriving.”

Sofie Van Eemeren, HR and People Lead, Mobile Vikings

Impact

80%

ENGAGEMENT

Consistent 80% people engagement score



INSIGHT

Increased people productivity, engagement, and growth using intelligent insights



TEAMWORK

Helps develop high performing, collaborative teams

For more information, go to: www.unit4.com

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