

innosabi
a Questel brand

BEKB

 **BEKB** | **BCBE**

Driving Innovation Collaborative Platforms

Success Story

Better is possible.

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About the BEKB Innovation Journey

The *Berner Kantonalbank AG* (BEKB) has long recognized the value of innovation in delivering value to customers. Over the years, BEKB evolved its approach to innovation, culminating in the implementation of two distinct platforms: an external platform, *BEKB-Kundencommunity*, for customer engagement and an internal platform, *innofit*, for idea management. These tools are pivotal in fostering collaboration and addressing diverse needs across the BEKB ecosystem.

innofit was launched in 2019. In 2023, an automated and tailored workflow was implemented to integrate BEKB's internal idea management on *innofit*. The platform centralizes BEKB's innovation efforts, enabling employees across the organization to contribute ideas, engage in challenges, and provide feedback on innovation initiatives. This transition has transformed BEKB's approach to managing ideas and innovation, creating a streamlined and engaging system for all stakeholders.

Overcoming Challenges

BEKB faced several hurdles before adopting *innofit*. Their previous idea management tool was a well-established internal platform that had served them well, but they sought a more scalable and adaptable solution to further enhance their innovation processes. As the application neared its end-of-life, BEKB needed a robust and flexible solution that could integrate seamlessly into their innovation ecosystem.

There was also a need for a platform that could facilitate collaboration and transparency across BEKB's subsidiaries and various departments, while still adhering to the strict compliance and governance requirements of the Swiss banking sector (Swiss Bank Secrecy Act and FINMA).

The *innosabi* platform's flexibility demonstrates that even under strict regulations, innovation tools can remain intuitive and user-friendly, enabling seamless collaboration and engagement.

Revolutionizing Innovation with innosabi

In October 2023, BEKB transitioned their internal idea management to *innofit*. Adding automated and tailored workflows to their idea management immediately demonstrated its versatility and effectiveness. Employees now have a centralized hub where they can submit ideas, participate in surveys, and engage in challenges, all while accessing updates on innovation-related activities. This integration extends across the entire BEKB Group, including its IT subsidiary, making *innofit* a one-stop shop for innovation.

The platform's intuitive interface and accessible design encourage participation. For example, employees can easily submit their ideas through a dedicated menu item, while surveys and challenges serve as entry points for engagement. This approach has resulted in a dynamic flow of ideas and feedback, enhancing the quality and quantity of contributions.

Learnings and Best Practices

- **Centralization is Key:** By consolidating all innovation activities into one platform, BEKB ensures that employees have a single, transparent entry point to contribute and stay informed about new trends in banking and innovations at BEKB.
- **Iterative Processes:** BEKB's flexible workflows allow for adjustments based on feedback, enabling continuous improvement in their innovation processes.
- **Engagement Through Challenges:** Targeted challenges, such as process optimization initiatives, yield high-quality ideas while fostering a sense of ownership and involvement among employees.
- **Sustainable Participation:** The platform fosters consistent participation by creating a rewarding environment where employees feel valued and intrinsically motivated to contribute.

Impact and Outcomes

The integration of *innofit* with the *innosabi* platform has had measurable impacts:

- **Diverse Contributions:** In 2023, BEKB received 107 idea submissions, ranging from internal process optimizations to innovative customer solutions, such as transitioning to paperless workflows.
- **Valuable Strategic Feedback:** The platform enabled BEKB to gather actionable insights from employees and customers alike, influencing key strategic decisions.
- **Proactive Feedback Mechanisms:** By involving employees in beta testing new products, BEKB identified and resolved critical issues before launch, ensuring a seamless customer experience.

A Future-Ready Innovation Ecosystem

The success of *innofit* and the *innosabi* platform highlights BEKB's commitment to fostering innovation as a core part of its strategy. By empowering employees to think beyond their immediate roles and contribute to the organization's future, BEKB ensures it remains adaptive, customer-centric, and resilient in the evolving financial landscape.

About

innosabi is for those who believe that better is always possible. Our Innovation Management Platform (IMP) enables seamless collaboration, adapts to your workflows, and scales with your needs. Companies like Coca-Cola, Danone, AstraZeneca, BASF, and Deutsche Telekom trust innosabi to accelerate progress and create lasting impact.

As part of the Questel Group, we go beyond innovation management: linking ideation, intellectual property, and commercialization to turn ideas into real value.

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