



CASE STUDY



AGROLA

Transparency, Personal Responsibility, and Development in the Transformation Process

AGROLA AG is a Swiss energy service provider and a subsidiary of the fenaco cooperative. **Headquartered in Winterthur**, with additional locations across German- and French-speaking region of Switzerland, **AGROLA employs around 165 people. Since July 2024, AGROLA has been using flowit.**

Initial Situation

As part of its transformation from an energy and fuel trading company into an innovative energy service provider with a focus on renewable energy and mobility, AGROLA needed to engage employees across **different language regions** and establish new leadership structures.

Until then, **annual performance reviews** were conducted using Word-based forms with rating scales, offering limited participation and little follow-up.

The process was perceived as administratively complete, but **lacking sustainable developmental value.**



flowit

Implementation of flowit

Immediately after the flowit kick-off at the leadership offsite, the first employee conversations were conducted. Selected leaders from all departments tested flowit in advance – an important measure to foster acceptance and identification across the entire organization.

Today, the flowit Performance module supports:

- Goal management
- Automation of employee, probationary, and exit interviews
- Automated reminders and translations
- **Planned:** OKRs, competency frameworks, and development goals

Results

Structured and transparent employee conversations

After 322 completed reviews, flowit enables **clear, traceable documentation** and analysis. **Automated reminders** ensure that all **conversations** are conducted and **completed on time**, resulting in a **response rate of approximately 90%**.

Higher-quality conversations and stronger engagement

Compared to the former form-based approach, conversations are now significantly more substantive. **Employees actively contribute their own topics**, and leaders are able to better track progress and development over time.

Strengthening personal responsibility and development

flowit supports employees in **actively shaping their personal and team-related development goals** – and taking ownership of their progress.

Relief and added value for HR

The HR team benefits from clear, **AI-supported interview guidelines and automated processing of results**. This reduces administrative effort while increasing the quality and consistency of evaluations.

“With flowit, we have taken our employee reviews to a whole new level. Previously, they tended to be formal discussions, but now they are truly relevant and development-oriented.

I particularly appreciate that everything runs automatically. I no longer have to chase up or check whether it has been done. And thanks to the automatic translation function, all employees, including those in French-speaking Switzerland, can finally participate on an equal footing.

All of this brings us closer together as a company and promotes a culture in which everyone takes responsibility.”

Cultural transformation

With flowit, AGROLA has initiated a cultural shift: conversations are now more open and collaborative, strengthening partnership between leaders and employees. Through competency frameworks and development goals, the focus increasingly shifts to individual strengths and potential. In addition, it is a defined objective that every employee actively selects and maintains at least one competency card to make their personal development visible.

“This way, everyone can see: this is my contribution to achieving our goals, and I am an important part of it.”

Return on Investment (ROI)

Although flowit was not primarily introduced at AGROLA to save time, it has significantly increased efficiency:

Automated reminders and centralized documentation save each manager between half a day and a full day per cycle.

Conversations are concluded on time. The qualitative benefits – acceptance, traceability, and integration – clearly outweigh the costs.



Annette Baumann
Head of HR, AGROLA

Conclusion and outlook

With flowit, AGROLA is successfully transforming itself into a modern, participatory corporate culture.

Its introduction has noticeably strengthened transparency, personal responsibility, and a development-focused culture.

Going forward, AGROLA plans to use flowit even more extensively to further support continuous employee development, for example through competency maps and future enhancements such as pulse checks or skill matrices.