flowit

URIMAT

CASE STUDY

Turning mandatory meetings into meaningful conversation.

URIMAT is one of the leading manufacturers of waterless urinals and eco-friendly products for public and semi-public restroom facilities.

INDUSTRY	HEADQUARTERS	CUSTOMERS SINCE	MODULES
Production Sanitary Techonology	**Hombrechtikon (CH)**	**2024**	**Performance & Engagement**



Initial Situation

Before flowit, URIMAT conducted **mid-year reviews with goal-setting based on Excel spreadsheets.** Many employees viewed these reviews as a mere formality: there was hardly any genuine exchange, but rather a one-sided reporting process, and participation was correspondingly unmotivated.

URIMAT wanted **to bring fresh momentum into its feedback culture,** encourage more active employee participation, digitalize the process and for the first time enable company-wide analyses.

Decision for flowit

The decisive factor was **a digital solution available to everyone at any time:** uncomplicated feedback, a clear evaluation and summary of the overall situation, the identification of trends, and concrete solutions - all while moving away from paper and rigid processes.

The initial skepticism of some employees was quickly dispelled thanks to the simplicity of the tool and the support provided.

How URIMAT uses flowit today

flowit is used **at all levels** of the company at URIMAT

- **Employee discussions** & Reviews
- **Goals tracked** indirectly through cards
- **Development goals** & Probationary period reviews
- **Surveys** & AI summaries

What has changed since flowit

- **More active participation**
  Employees actively contribute their own topics and suggestions.
- **Better preparation**
  Managers prepare for meetings more effectively and respond more quickly to requests.
- **Digital instead of paper**
  Today, the process is entirely digital rather than relying on hard copies.
- **More open feedback**
  Thanks to the survey feature, there is significantly more feedback throughout the year.

STATEMENT

"flowit makes team collaboration measurable, provides transparency around team sentiment and empowers employees to actively contribute their perspective and input."



Franziska Biella
CFO & Head of HR/Admin
URIMAT Schweiz AG

Return on Investment (ROI)

99%	47	-67%	-20%
Participation in meetings	Conversations conducted since implementation	Preparation time per interview (30 → 10 Min.)	less administrative effort for managers & HR

How management uses it

From the management's perspective are many things easier today than they were before flowit: Employees are **more open to giving feedback** and are **contributing more of their own suggestions**. **The AI-powered company-wide analysis** is also particularly valued - the Management Summary serves the Board of Directors today as a guide to the mood in the company and can be easily forwarded.

Conclusion and Outlook

With flowit, URIMAT has made the transition from static Excel-based discussions to a dynamic, digital dialogue process, thereby saving time and money.

Initial skepticism was quickly overcome, and flowit became firmly established throughout the company.

Going forward, flowit will serve as **the standard tool and process for all personnel-related topics**, as well as a **Agent for managers** at URIMAT.

The URIMAT case shows how a structured, digital feedback culture makes a tangible difference, saving time and costs while fostering greater participation, accountability, and meaningful dialogue.

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