

# Case Study



Trencadis

## ***BST Corp***

*Innovating Processes with HYPE GO!*



# Innovating Processes with HYPE GO!



## Company

- Outsourcing service provider, focused on financial services industry
- Headquarter: Santiago de Chile
- No. of employees: 500+
- Founded: 1990

## Challenge

- Maintain its leadership in the Chilean market with efficient services
- Need to optimize internal workstreams
- Employees are based in different locations
- No place to exchange ideas and thoughts

## Outcome

- Two-weeks campaign
- Participation rate: 90%
- Ideas: 50
- Comments: 112
- Votes: 333
- Implementation rate: 12%
- Dramatic efficiency boost for some internal processes

## Business need

BST Corp is a Santiago de Chile-based provider of business process outsourcing services, including the design, implementation, and operation of outsourcing solutions. Originally offering its services mainly to the financial services industry, the company has successfully applied its concepts in the 20 years of existence to various industries such as education, banking and insurance, telecommunications, and retail. Customers expect from BST a high degree of efficiency and reliability in executing the outsourced tasks. In order to achieve that, the company is constantly striving to optimize its processes, while lowering costs. In July 2013, BST decided to try out a new approach in finding new opportunities for further improvements: involving the company's most important asset – their employees.

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***“Our first idea campaign was a big success. The platform was very well received and we gained many valuable ideas and comments. Some of the ideas will boost our efficiency dramatically.”***

*Sebastian Ayub, CEO of BST*

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## Solution

BST charged Santiago Corvalan, Business Manager at the company, with the implementation of the project. In Trendcadis, a Chilean consulting agency, he found a reliable partner to support him in this task. Trendcadis, an independent business partner of HYPE Innovation, is specialised in consultancy around innovation management and offers a wide range of services in that field. The team decided to run an idea campaign and asked the employees: “What’s your idea to simplify our workstreams?”. Since the employees are located in different offices, many working with clients on site, together they decided to set up a web based platform for the duration of the campaign. **“HYPE GO! was the ideal solution for our needs, as it is easy to set up and deploy, and has a very attractive user interface”**, says Santiago Corvalan. As many of BST’s employees are young and familiar with using social media in their private life, elements such as sharing ideas with others, user profiles, voting, and commenting were seen as important elements in order to drive engagement.

## Details of the program

The team decided to run BST’s first idea campaign only in one business unit and invite its 200 employees. One of BST’s business managers, Enrique Camus, became the sponsor of the campaign, who officially invites the participants and rewards the best ideas. Trendcadis took

responsibility for developing marketing material and activities, as well as for communications with the community through newsletters and bulletins. The interest in the campaign was huge: 90% of the invitees joined the platform, with 30% contributing ideas and comments. The campaign lasted for two weeks, after which 50 ideas and 112 comments had been submitted. During the idea evaluation session, BST's executive team reviewed all 50 ideas, sifted out the most promising ones for implementation and eventually selected the campaign winners in different categories. These received rewards such as a tablet PC, a dinner for two, or a day off. The 333 votes by the participants were also taken into consideration during the evaluation.

## **Outcome**

Although expecting positive results from this project, BST was amazed by the outcome of their first idea campaign.

Three ideas were implemented quickly with an immediate effect on BST's internal process efficiency and several others are currently being developed. One example is the redesign of storage facilities for easier lookup of paper documents. This task used to take a couple of hours, with the new sorting method, it is expected to take only minutes.

The employees found the platform to be very intuitive and easy to use, which resonated in their high level of engagement.

Due to the success, BST plans to repeat this and run 3-4 campaigns per year with specific focuses. The next step is to build an innovation management team and allocate resources for idea development and implementation.



*BSTin - The mascot of BST's idea management*



## Innovating Processes with HYPE GO!



HYPE GO! is a new product offering from HYPE Innovation, a global leader in end-to-end innovation management software. While HYPE's flagship product, HYPE Enterprise, is mainly made for large-scale innovation initiatives, HYPE GO! focuses on the needs of smaller sized companies and teams with a quick setup, ease-of-use, and a price tag that is manageable.

For more info and a free trial of HYPE GO! visit [www.hypego.net](http://www.hypego.net).



Trencadis is a multidisciplinary team of excellence professionals with hands-on experience managing innovation from the inside and making it work. Based in Santiago de Chile, they are providing their services to companies in Chile, Peru, and Colombia. Trencadis helps their clients to build an innovation culture and make innovation systematic, installing permanent innovation capacities that generate results and value.

For more info visit [www.trencadis.cl](http://www.trencadis.cl) or write to [contacto@trencadis.cl](mailto:contacto@trencadis.cl).



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