Musimundo: Promoting Efficient Communication and Employee Development with SAP® SuccessFactors® Solutions

Musimundo is one of the largest retail networks in Argentina and a leader in the commercialization of entertainment products, technology, and electrical appliances. With over 2,500 employees, the company adopted SAP® SuccessFactors® solutions to allow the leaders of each department to more effectively manage their teams, including setting and developing employee goals.
Executive overview

BUSINESS TRANSFORMATION

Objectives
• Replace Microsoft Excel with an integrated, efficient employee assessment and development solution
• Improve employee engagement and internal communications
• Enable department leaders to assume control for the management and development of staff

Resolution
• Implemented the SAP® SuccessFactors® Employee Central, SAP SuccessFactors Performance & Goals, and SAP SuccessFactors Succession & Development solutions and the SAP Jam™ social software platform
• Deployed in phases for more than 2,500 employees in more than 140 branches

Benefits
• Streamlined corporate communications due to replacing e-mail with SAP Jam
• Faster and easier sharing of sales-critical information
• Easier access to data for leaders and managers so they can support employee management and development
• Greater employee satisfaction with assessments and goals
• Reduction in HR resources, with a focus on more strategic tasks

“The previous system was weak in terms of efficiency. The company’s leaders and employees had no access to it.”

Sebastián Basabilbaso, Training and Development Manager, Musimundo
Executive overview

Company objectives

Resolution

Business transformation

Future plans

Making performance assessment available company-wide

Before 2014, Musimundo, a leading company in the sales of entertainment products, technology, and electrical appliances in Argentina, could assess the performance of only 50% of its more than 2,500 employees. The system used until then was based on Microsoft Excel spreadsheets and involved different unconnected systems that made data gathering and customization almost impossible. Because the employees and leaders of the different business areas were unable to perform queries, they were extremely dependent on the HR department for information.

In early 2014, the company started to evaluate SAP® SuccessFactors® solutions. “We believed SAP SuccessFactors solutions could foster a performance assessment culture within the company, spreading it to all employees and making it an everyday practice,” says Sebastián Basabilbaso, training and development manager at Musimundo.

Another challenge that the new solutions had to overcome was to guarantee leaders and managers access to information, thus allowing them to collaborate and contribute to the management and development of employees. “We wanted to engage managers with the development of their employees,” explains Basabilbaso. “To do so, they needed tools such as records, jointly set goals, and results from previous assessments.”

“Unable to cover 100% of employees with a rudimentary system, we only assessed half of them.”

Sebastián Basabilbaso, Training and Development Manager, Musimundo
Initially, Musimundo considered the deployment of SAP SuccessFactors solutions mainly because of their performance assessment features. But as the process was unfolding, the company discovered other functionality that could also be adopted to meet its needs.

Ultimately Musimundo deployed the SAP SuccessFactors Employee Central, SAP SuccessFactors Performance & Goals, and SAP SuccessFactors Succession & Development solutions, along with the SAP Jam™ social software platform. SAP SuccessFactors Employee Central is now being used to request vacations, upload information on training and personal data, and more. “Employees can directly update all information available in this solution,” says Basabilbaso. The company is continuing the process of incorporating all this information.

SAP SuccessFactors Succession & Development is now responsible for talent and potential management, description of positions, and matrixes showing potential and development. Through SAP Jam, the company creates groups in which it shares important information and encourages teamwork among the different departments and branches.

The deployment was divided into two stages. The first, initiated in March 2015, took three months and included the deployment of SAP Jam and tools for establishing employee profiles and goals and performance. The second stage, initiated in July, included deployment of SAP SuccessFactors Employee Central, which was launched in November, and SAP SuccessFactors Succession & Development, which was live by the end of the year.

“Employees can directly update all the information we need in SAP SuccessFactors solutions, which are intuitive.”

Sebastián Basabilbaso, Training and Development Manager, Musimundo
Promoting a culture of engagement and information sharing

According to Basabilbaso, one of the biggest benefits of deploying SAP SuccessFactors solutions was to make HR department data available for all company members. “The solutions have also made a great contribution to communication, since the company is geographically widespread,” he adds.

SAP Jam has enabled two-way communication between collaborators and managers. “Today we engage our employees and listen to their suggestions and opinions,” says Basabilbaso. “We have created synergy at work.”

With more than 140 branches in Argentina and an average of 15 employees each, Musimundo’s commercial area has received the greatest impact from the SAP SuccessFactors solutions deployment. It was among the first to adopt SAP Jam, using it for sharing sales results and collaboratively working on product distribution in stores.

“In practice, SAP SuccessFactors solutions empowered leaders with the information and management ability necessary to work with their teams not only in technical and operative tasks but also in the development and setting of goals,” says Basabilbaso. Goals can now be aligned with proposed objectives, and leaders can assume responsibility for the development of their teams. “HR now has the responsibility to provide leaders with the tools and information they need to reach this goal,” he explains.

“By using SAP Jam, Musimundo was able to consolidate work groups, allowing them to work together seamlessly and share knowledge.”

Sebastián Basabilbaso, Training and Development Manager, Musimundo
Planning a new stage with more resources

Musimundo is already planning the third stage of the project, which will be initiated during the first half of 2016 with deployment of the SAP SuccessFactors Learning and SAP SuccessFactors Recruiting solutions. The built-in integration of these solutions with the SAP ERP Human Capital Management solution, the company’s HR core, will allow Musimundo to move toward a more employee-oriented culture, where staff members can enter and update their own personal information, training history, and more.