

# BOEHRINGER INGELHEIM



## CASE STUDY



For more than 130 years, the research-driven pharmaceutical company Boehringer Ingelheim has been in the business of developing and producing innovative medicines. Boehringer Ingelheim is one of the pharmaceutical industry's top 20 companies worldwide and it is still family-owned. Every day, 50.000 employees in over 180 affiliates create value through innovation. Such a dispersed and diverse workforce can be difficult to reach.

# Employee Experience

Like many other companies, Boehringer Ingelheim is on a hunt for talent. Attracting and retaining talent is key to be successful. According to research, employee experience is very important to attract and retain employees. One way to stimulate employee experience, is clear and effective information and internal news distribution. The ORTEC Relevance Platform provides this, by offering the possibility to personalize information. This way, employees only receive information that is relevant to them and thus, they are more inclined to read it. This also reduces the amount of email, which also contributes to a more positive employee experience.

# Digitization

ORTEC for Communications tailored the ORTEC Relevance Platform for Boehringer Ingelheim: the BI News App. This app ensures that every employee receives content that meets their unique needs and therefore is more relevant to them. Receiving targeted information, drives employee experience and communication effectiveness. This supports Boehringer Ingelheim to drive digitization and to attract new talent.

# Our role

ORTEC for Communications supports Boehringer Ingelheim drive innovation by:

- Incorporating the company's internal news in to an easy to use app in the corporate style of Boehringer Ingelheim
- Making information and corporate news mobile, catering to the needs of today's employees
- Providing clear statistics to improve the content and to better match the content and the reader

# How we help

Ortec for Communications helps Boehringer Ingelheim with:

- *Better reach*: Now every employee can be reached, no matter where they work
- *Easy local and global distribution*: Information is sometimes only relevant for a certain country, department, or profession
- *Branded App*: Use of the company's look and feel boosts employee experience. Employees know their employer keeps them in the loop of the company's progress and development

BOEHRINGER INGELHEIM Certified as top employer 2018

In 2018 Boehringer Ingelheim was again certified as Top Employer. For the fifth time in succession, the Top Employers Institute was impressed with their employee-oriented human resources strategy.

Discovering new things together

ORTEC for Communications is proud to work with a company like Boehringer Ingelheim and is thrilled to contribute to their innovation efforts in the field of digitization.



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