

e-procurement

USE CASE #3 | ADOPTING NEW BEHAVIOURS & PROCESSES

Buyer: Procurement Head

Who: Procurement



e-procurement

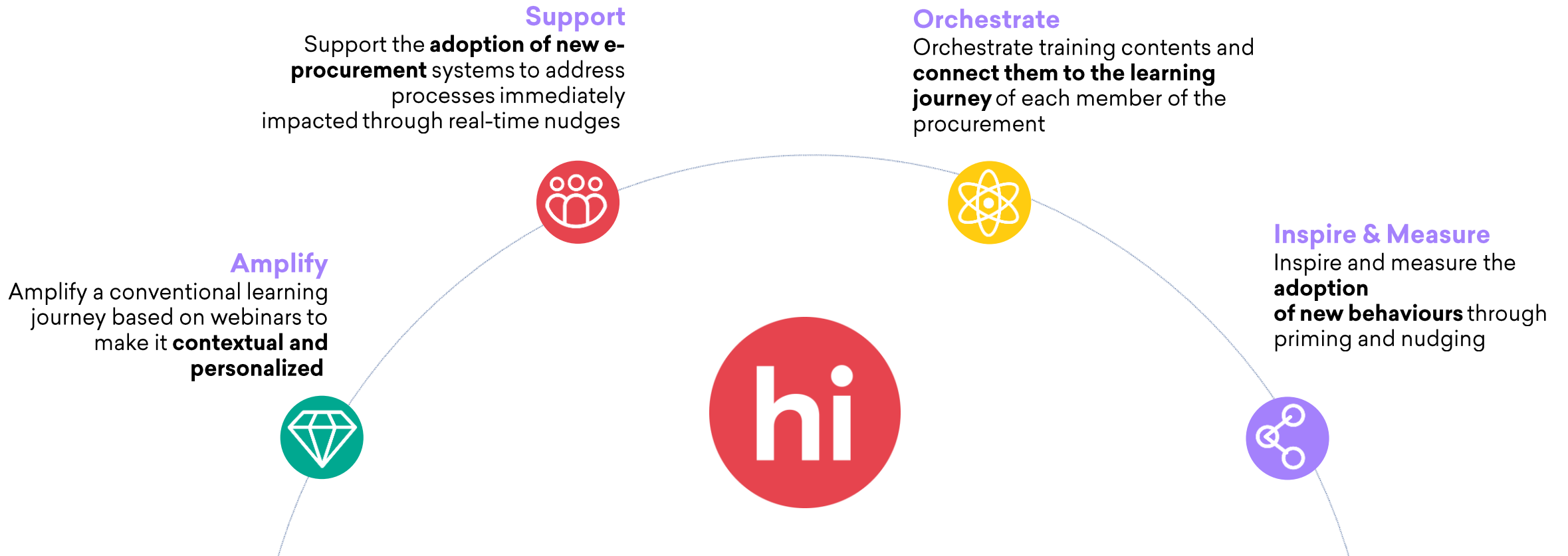
USE CASE #1 | ADOPTING NEW BEHAVIOURS

Buyer: HR Team | **Who:** Managers & Employees

Why:




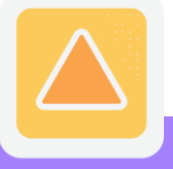
As the challenges of COVID-19 continue to make its impact, the procurement team of the company was facing new and uncertain challenges of their own. The procurement head decided to base the transition to remote work on these **4** pillars:

Shift processes | Use the right tools | Improve communication | Adjust mindset



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USE CASE #3 | ADOPTING NEW BEHAVIOURS & PROCESSES

 Tips	 Nudge	 Dashboard	 K-Hub
Rise Awareness	Change Behaviours	Orchestrate Contents	Deep dive
<p>Tips campaign to emphasize the four pillars and their impact on daily activities</p> <p>Editorial plan based on each one of the 4 pillars</p>	<p>Behavioural nudges based on pre-defined behaviours (ex. E-negotiation)</p>	<p>Tile to link webinars and training materials</p>	<p>Ad hoc repository structured on the following topics:</p> <ul style="list-style-type: none">• Digital Literacy• Digital Signature• Data-cybersecurity• e-Negotiation skills
<p>Tips campaign to tease and follow up training contents and dedicated events (Ex. <i>On-line negotiation; data- and cyber-security</i>)</p>	<p>Tech-based nudging to drive new process adoption starting from software usage patterns (Ex. Digital signature; e-procurement system)</p>	<p>Ever-present Tile to book One2One with trainers and topic leaders</p>	



Learning content, creating habits

Effective **learning experiences** trigger new habits.

Habits are the small decisions we make
and actions we perform **every day**.

When we learn to transform our habits,
we can transform our life and our company.

Amplified user journey



TIP

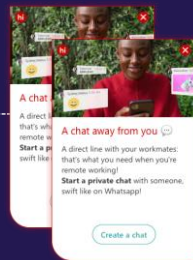


LANCIO DEL WEBINAR



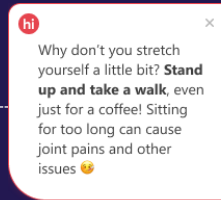
Webinar

TIPS



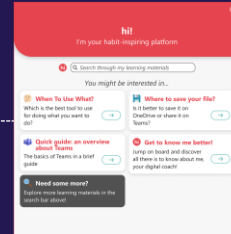
CONTENUTI DI APPROFONDIMENTO

NUDGES



CAMBIAMENTO COMPORTAMENTALE

DASHBOARD

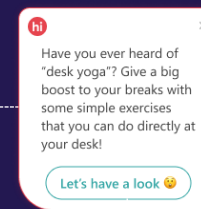


PRENOTA UN ONE2ONE



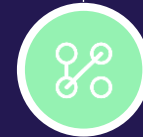
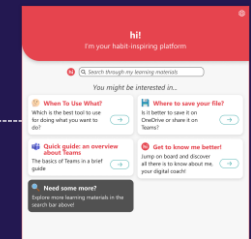
Sessione di One2One

NUDGES



MATERIALI DI APPROFONDIMENTO

DASHBOARD



PRENOTA UN WEBINAR



Webinar



For more about Digital Attitude and hi feel free to contact us.

digitalattitude.com

PATENT

EU Patent Filing (advised by
Schumacher & Wilsau PAG,
Munich) - Application N.
19151679.8-1126

AWARDS

Europe HR Innovation Awards 2018
Premio Adriano Olivetti (Aif Award) 2019/2020
TOP of the PID Award 2019
Microsoft Digital Transformation Champ Awards 2020
Cloud Collaboration & Smart Working Gold Award