KICKBOX® **CASE STUDY**

Swisscom: Fueling Bottom-up Innovation in the Telecommunication Sector with KICKBOX

Discover how Swisscom keeps up with rapidly changing industry trends by engaging all employees through its inhouse innovation program. Thus resulting in new customer-oriented products and services and providing long-term financial and non-financial value for the company.

swisscom

500+
REDBOXES DISTRIBUTED
for innovators to validate their idea

3+
PATENTS FILED
by Innovators and project team members

10+
SPIN-OFFS FORMED
by Innovators and project team members

4000+
KICKBOX COMMUNITY
sharing their experience, knowledge and learnings

The Story of

Swisscom

Sector:
Telecommunications & IT-Provider

Employees:
19'100+

Headquarters:
Worblaufen, Switzerland

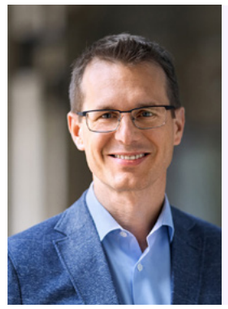
Revenue:
CHF 11,11 BILLION

→ Swisscom is Switzerland's leading telecommunications and IT-provider. The company offers an extensive portfolio of services and products, both to residential and business customers. These include mobile communications, IT Entertainment, network, cloud and ICT services. Swisscom's brand is one of the most well-known and most trustworthy brands across Switzerland, taking pride in delivering premium customer experiences. Its reputation extends beyond the Swiss borders, since it was recently rated the strongest telecoms brand, and therefore the third strongest international brand in the world.

THE CHALLENGE

Ensuring Swisscom is Future-Ready

→ Swisscom generates the largest part of its revenue from products that did not exist a few years ago. In this fast-paced world, being fit for the future requires a company like Swisscom to constantly reinvent itself and shift focus to different key areas. These areas include the Internet of Things (IoT), Analytics and Artificial Intelligence, Entertainment, Security, Digital Business as well as Network and Infrastructure.



"With Swisscom KICKBOX, we use the knowledge, ideas and creativity of all our employees. Together we create positive impulses for society and at the same time growth for Swisscom."

CHRISTOPH AESCHLIMANN
CEO Swisscom Schweiz AG

THE SOLUTION

An Employee-driven Innovation Program to Develop Ground-breaking Ideas

→ Recognizing the importance of investing into innovation practices to ensure the company is future-ready, Swisscom officially launched the KICKBOX program in 2015.

After attending a keynote by Mark Randall (then VP of Adobe and inventor of the Kickbox methodology), Dave Hengartner, a digital strategy consultant at Swisscom, was inspired to implement the methodology at Swisscom. After thorough adaptation and a rigorous launch, the program achieved impressive success within a mere few months.

The KICKBOX community at Swisscom consists of ca. 4'000 people and the program is facilitated by a core team consisting of the Head of Swisscom KICKBOX and an Innovation Manager. Beyond this, a broader ecosystem of coaches, apprentices, internal experts, as well as ambassadors across all business units, work together to facilitate the program.

In addition to forming a dedicated in-house team, Swisscom employs diverse internal channels to spark innovation among employees and grow the company-wide innovation community. This encompasses monthly newsletters, intranet articles, workshops, community gatherings, business campaigns, the annual "Best of KICKBOX" showcase event, and ambassador programs.

The original KICKBOX program has gone through extensive adaptations since its very first prototype was launched in the company. Through technology developed by rready, the program has become highly automated and is accessible 365 days a year for idea submission. In addition, the software component (i.e., the platform), also boasts multilingual functionality to assist all employees at Swisscom in their preferred language.

2015
Kickbox is piloted within Swisscom.

2016
The program is expanded and becomes accessible to all employees.

2017
The "GETKICKBOX" Platform is developed, to begin automating the program and offer the innovators an even more improved experience.

2018
Within a short time, 10 new GoldBoxes emerge from Swisscom KICKBOX. Realising the interest of external companies in the program, the product is rolled out and sold as "GETKICKBOX."

2021
Emphasis is placed on expanding the perceived value of the program in terms of Human Resources (Learning and Development).

2023
From its inception, KICKBOX fell under the umbrella of Human Resources. In 2023, however, Swisscom created a separate division called group strategy and development with the aim of centralising different innovation and intrapreneurship initiatives across the board, including the KICKBOX program.

THE RESULTS

27+ Projects Realized to Generate Revenue and Cut Costs

500+
REDBOXES DISTRIBUTED
for innovators to validate their idea

90+
BLUEBOXES FUNDED
for innovators to incubate and iterate on their idea

27+
GOLDBOX IDEAS
implemented by innovators

3+
PATENTS FILED
by Innovators and project team members

4.8 M
BENEFIT REALISED
in revenue and cost savings from GoldBox Projects

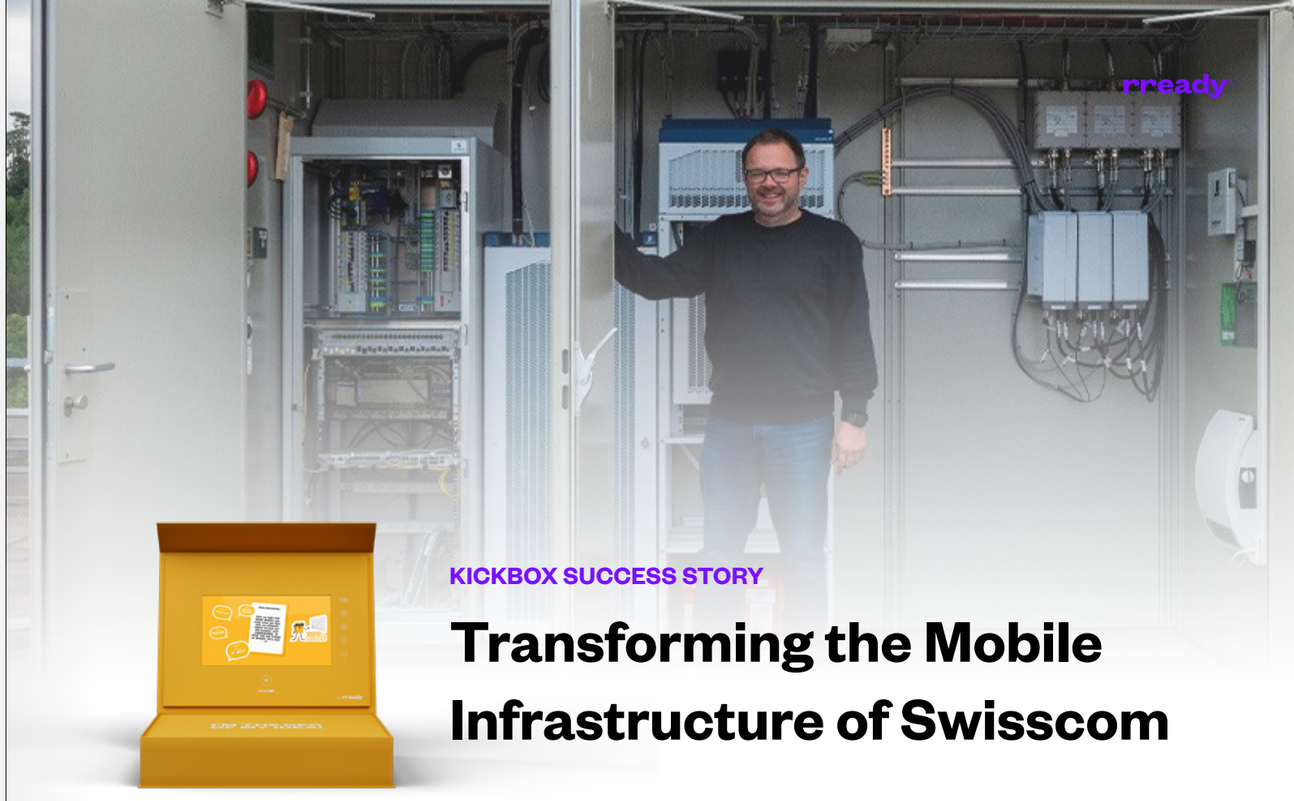
10+
SPIN-OFFS FORMED
by Innovators and project team members

650+
PEOPLE UPSKILLED
in innovation skills and methods

4000+
KICKBOX COMMUNITY
sharing their experience, knowledge and learnings

→ Since the beginning, Swisscom has seen over 500 ideas submitted to the KICKBOX program. 27 GoldBoxes (Final Phase of the program that results in idea implementation) have been completed, 10 new business unit campaigns have been run and several patents have been registered. The company has also recorded an overall ROI of more than 780% (based on the fees linked to the rready services). Swisscom has paved the way for the Kickbox methodology, enabling the company to become a true innovation leader across Switzerland as well as within the global KICKBOX ecosystem.

According to Roger Wüthrich Hasenböhler, Swisscom's former Chief Strategy and Growth Officer, the KICKBOX program is a great way to "not lose sight of internal innovation drivers" and "it shows us what our employees are made of."



KICKBOX SUCCESS STORY

Transforming the Mobile Infrastructure of Swisscom

→ To enhance Swisscom's mobile infrastructure, Chris Rüttiman, Head of Mobile Operations, led the creation of INFRABOX. INFRABOX is a hardware component that enables remote access and power measurement across 1'000 Swisscom mobile sites. Chris and his team initiated this effort through the KICKBOX program, which helped them to approach the idea in a strategic and organized manner. During the Pilot phase, they expanded the project by integrating additional user interfaces, such as alarms, solar systems, temperature sensors, and weather stations. To ensure that the gathered data is managed effectively, they developed the INFRAVISTA software, which now acts as the central hub for data collection.

INFRAVISTA has provided Swisscom with comprehensive insights and a holistic overview of the collected data from these sites, aiding in planning, optimization, automation, and cost reduction. By using the INFRAVISTA software, along with efficient ventilation and air-conditioning systems, energy consumption at each mobile site was reduced by approximately 6%, resulting in significant cost savings in the millions.

Read Interview

THE FUTURE

KICKBOX at Swisscom

→ The KICKBOX program continues to be a success by producing valuable ideas and innovations across different business units accross Swisscom. With a new era having dawned and a different strategy focus, the department spearheading the program is also going through significant transformations. With new leadership and an evolving strategy in place, embracing change is crucial to avoid becoming obsolete.

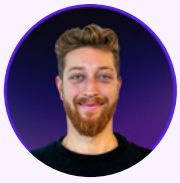
The KICKBOX team has also launched several initiatives and made certain tweaks to the program to improve the framework conditions so that every employee can participate in the program. For example, where traditionally the program requires 20% of an employee's working hours, employees now have the choice to use this time from the yearly time allocated to training and development, instead.

Integrating the program into existing systems gives the program a better chance of gaining traction across the company.

Curious to see how KICKBOX works?

Let's explore how KICKBOX can be of value to your oganization.

www.rready.com/kickbox



Tizian Mössner
Enterprise Account Executive

Book a meeting