



How ZF uses video communication to drive corporate alignment and company culture

Digital transformation is not only about incorporating digital technology for ZF. It's about enabling all employees to participate and contribute to the transformation by advocating transparency, trust and collaboration around the direction of the company. In this way, digital transformation is as much about a change of culture for an organization as it is about implementing new technologies.






Commitment to people as part of corporate values

ZF is not just an innovative company – they have been a pioneer of engineering for more than 100 years. ZF knows from experience that in order to stay at the forefront of the industry, it is essential to make both innovation and a commitment to people central to their corporate values.

ZF sees Hive not only as a technological step into the future, but as a crucial way to empower their employees to be active participants in the development of the company.

“ At ZF, quality is everything and that goes for both our products and the experience of our video communication to our employees”

PRODUCTS USED

-  Analytics
-  Operations
-  Optimization

COMPANY

ZF

HEADQUARTERS

Schweinfurt, Germany

INDUSTRY

Manufacturing

EMPLOYEES

160,000

High quality internal video communication for all employees



Video-on-demand instead of email

It is now more important than ever for employees to be able to communicate seamlessly with colleagues who may be working from home or spread out across the world. In light of this, ZF took the decision to reinvent existing email-only communication with all employees through incorporating video on demand (VOD).



Live video to drive better alignment

To drive better alignment across the entire company, ZF has started to use the power of live video streaming to harness new technical possibilities and thus communicate at eye level even during the Covid-19 pandemic.

Live video streaming is a quicker and more immersive way of communicating within an organization, and as the results below show, a better way to engage employees and make them a part of the transformation.

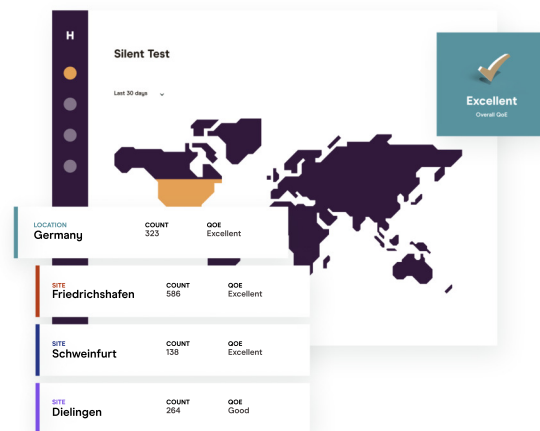


High quality video & workforce analytics

Using Hive Streaming in combination with Microsoft Teams, ZF has now managed to maximize the quality of both live and on-demand video as well as understand how video quality is being perceived across the workforce.

What ZF has successfully managed to achieve

- 01 Innovation in ways of working
- 02 Higher employee reach
- 03 Culture of transparency & trust
- 04 Corporate alignment
- 05 Modernized communication



+649%

Increased employee reach for live video events since December 2019

15,813

Concurrent video-on-demand viewers while delivering the highest quality video experience

+210%

Increase in monthly live video events in Q2 versus Q1