

How Baxi Heating Generated Six-Figure Savings from 48 Innovation Campaigns



Challenge

- Innovation activities were fragmented across teams and business units
- Employees lacked visibility into idea progression and outcomes
- Legacy email and spreadsheet processes limited participation



Strategic Pivot

- Baxi launched the Xchange platform, powered by HYPE, to connect employees through challenge-driven innovation, transparent workflows, and collaborative idea management.



Final Thought

“The financial impact of the HYPE platform has been significant, and Baxi has generated six-figure savings from ideas managed in Xchange.” - David Willetts, Commercial Director & Head of Innovation, Baxi Heating UK



Business Impact

48

Innovation Campaigns Launched

1,193

Ideas Submitted and Evaluated

79

Ideas Implemented

Double-Digit

Improvements in employee engagement

[Read the full case study](#)