

How Swisslog Increased Campaign Participation by 9X and Exceeded €380K in Target ROI



Challenge

- Participation declined after initial enthusiasm for the innovation program
- Employees lacked visibility into outcomes and implementation progress
- Innovation campaigns struggled to build long-term credibility and engagement



Strategic Pivot

- Swisslog redesigned its innovation program around executive sponsorship, stronger communication, and business-relevant challenges to increase participation, improve idea quality, and strengthen innovation culture.



Final Thought

“Getting an executive sponsor on board for each challenge was by far the most important improvement we made.” — Mike Hatrick, Innovation Manager



Business Impact

Participation Increased

From 20 to 180 Ideas per Campaign

€380K

Program Exceeded ROI Target

1,200

Employees Engaged Across the Enterprise

Greater Diversity

And Quality of Ideas Submitted