

How Witt Connected 2,500 Employees and Achieved a 10% Idea Conversion Rate



Challenge

- Innovation processes lacked transparency and employee engagement
- Distributed teams struggled to share and develop ideas effectively
- Existing systems could not support scalable collaboration



Business Impact

2,500

Employees Connected

~10%

Idea Conversion Rate Achieved



Strategic Pivot

- Witt implemented HYPE to create a collaborative innovation platform with campaigns, discussions, gamification, and transparent evaluation workflows.

Higher Quality Ideas

Over Time

Continuous Improvement

Embedded Across the Organization



Final Thought

“The employees are integrated into the idea process and their voice is heard.”
— Max Otto, Co-initiator of the Witt Program

[Read the full case study](#)