

Emotional experiences with state-of-the-art technology

Mercedes Benz improves integration of remote teams and increases employee engagement by 25%.



Introduction

Talent management, and community engagement

Mercedes-Benz is a German automobile manufacturer, a subsidiary of the Mercedes-Benz Group.⁴ Founded in 1926.

Its framework is based on six key strategic dimensions: ethics and integrity, sustainable mobility, environmental protection in operations, talent management, and community engagement.

It also aims to stand out as an organization committed to best practices in corporate citizenship, promoting an open and ongoing dialogue with its various stakeholders.

The company's social objectives focus on contributing to local development through various initiatives ranging from education to corporate volunteering and sustainable management.

Challenge

Challenges of integrating and managing remote teams

Mercedes Benz faced a significant challenge in trying to foster integration and unity among its team members in remote environments. The company found it difficult to cultivate a sense of identity and belonging, particularly due to the lack of face-to-face interaction and the absence of a shared work environment.

Before the implementation of PDA, managers were faced with a challenge: the lack of information about the behavior of employees, and the lack of knowledge about behavioral styles and profiles distanced and damaged the dynamics of their teams.

This made it difficult to manage effectively, increase productivity, and promote a culture of collaboration and cohesion within the organization.

Challenges to solve:

- Optimize your communication systems and identify personal styles
- Create a collaborative culture and sense of belonging among employees
- Increase productivity by improving communication and engagement

Mercedes Benz needed to ensure proper communication between teams to promote a collaborative and more productive working culture. It also needed to have a thorough understanding of employee's strengths and areas of opportunity to ensure development plans and roles and responsibilities were correctly assigned.





The solution

Creation of spaces of belonging and self-awareness

The implementation of the PDA assessment at Mercedes Benz demonstrates how the collection of detailed data on the behavior and dynamics of teams facilitates the creation of spaces of belonging and self-awareness at both individual and group levels.

The reports provided by PDA technology give employees a clear vision of their strengths and areas for improvement, encourage personal reflection, generate conversations, and create spaces that facilitate the exchange of ideas and collaboration, contributing to the creation of an inclusive and participative working environment.

"The aim of the PDA was to make the invisible visible. Each person should be able to put themselves in the position of the other, on the basis of the knowledge provided. The PDA is a cross between all the instances that have passed and those that are to come, because it is an input for self-knowledge".

Juan López Olaciregui, HR Business Partner

The result

Thanks to the implementation of PDA, Mercedes Benz successfully overcame the challenges associated with creating work teams in remote environments.

Participants have expressed a high level of satisfaction with the PDA experience, valuing the information gained and its usefulness for personal and professional development.

The process has encouraged constructive conversations between team members, fostering an environment of collaboration and shared growth.

The individual reports and group feedback have been well received by employees, enabling them to optimize team building, and ensuring better complementarity of skills and working styles, which has contributed to improved performance through increased commitment and job satisfaction.

 **+400%**

Increased the productivity of remote teams by 400% through the efficiency of their communications

 **+25%**

25% increase in employee engagement and 4x increase in work commitment and motivation

 **+27%**

27% increase in production equipment productivity

About Us

We are an HRtech whose digital ecosystem optimises the management, identification and development of talent based on 3 pillars: usability, data science and user experience.

At PDA, we help to implement strategies for the acquisition, performance, analysis and retention of employees, guaranteeing an attractive experience throughout the cycle, in the simplest and most agile way.

We want to leave the world better than we found it, that's why at PDA we help companies reinvent themselves through our tools that allow us to quickly identify people's behavioural profiles, multiple intelligences, as well as assess their compatibility with positions and/or skills. of the organisation, leadership compatibilities, creation of high performance teams, cultural fit, among others.

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