

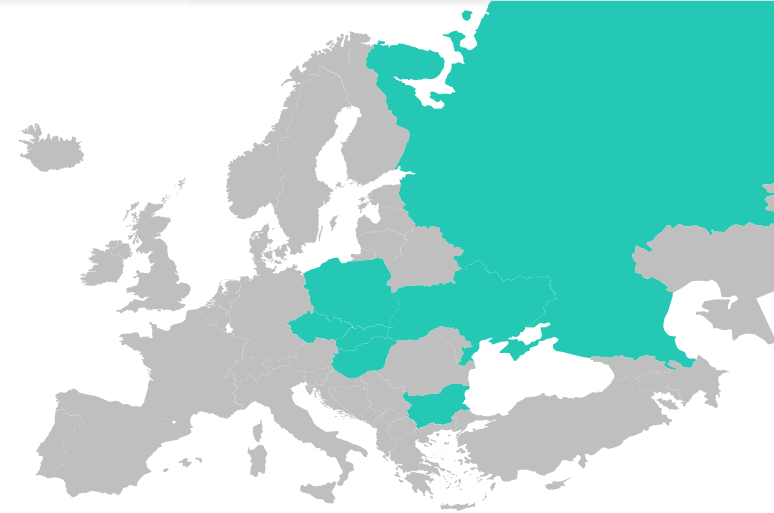
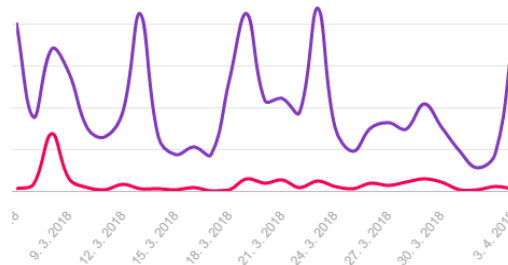
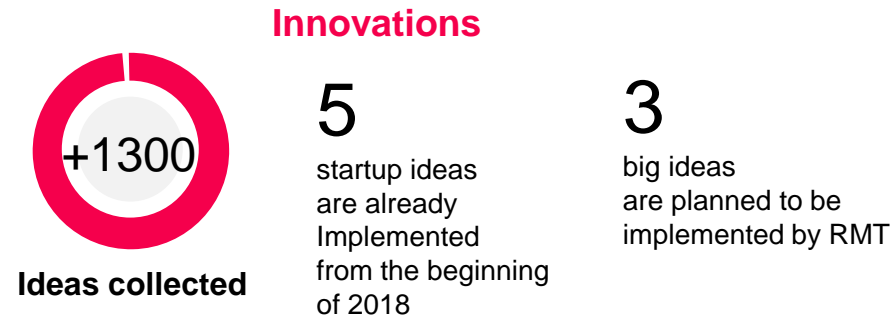
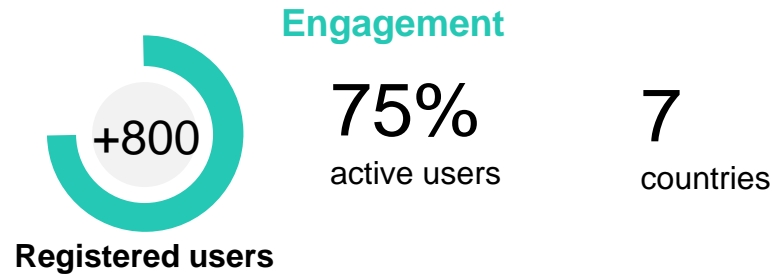
GOAL

- Shell wanted to have an internal digital tool which would **connect teams** across different countries within their organization
- The main goal was to **engage staff** to collect **innovations**, which will improve customer experience and rise sales at their stations.

SOLUTION

- Ingrid supported to gather Shell employees into **national teams** and connect them in one app
- topics are closely linked to **strategic goals** of Shell innovative process
- The **best innovations** and employees get innovative prizes every month.

RESULTS



Pavel Los
Chairman, Shell Czech Republic and Slovakia

“The Ingrid app became an important part of the innovation process in the 7 Central and Eastern Europe countries where Shell operates. Anyone in the organization at all levels has a simple tool at their hands to submit an innovation idea, which is then evaluated by others using the app. Because of the simplicity, Ingrid enhances employee engagement and generates new ideas ranked by attractiveness.”