

Establishing a global Sourcing and Procurement (S&P) portal to support the creation of a 'leading-class' S&P function



Zurich is one of the world's largest insurance groups, and one of the few to operate on a truly global basis. Their mission is to help customers understand and protect themselves from risk. Zurich has over 60,000 employees serving customers in more than 170 countries.

The Challenge

Zurich wanted to create a "leading-class sourcing and procurement function, recognised by customers and employees as delivering significant value for the business". In order to achieve this, Zurich needed to integrate the sourcing and procurement functions and establish a more efficient way of working.

Zurich also wanted to rebrand and re-launch the new function, communicate the value proposition to customers and support the new approach by providing a single point of call for all information and knowledge.

The Solution

As Zurich started integrating the two teams and rebranding the function, Amsphere was called upon to create a single global portal - a 'one-stop shop' showing people 'how to buy'. This portal would feature 'how to guides' and collaboration features using content that was engaging and interesting.

In order to achieve this, Amsphere worked with the S&P teams across Europe, UK, APAC, Australia and America to understand the existing processes and the availability of content. We then reviewed and validated existing content, identifying and creating new material where necessary. All this was designed, branded and added to the portal. To communicate the global rollout of the rebranded function, Amsphere liaised with the heads of departments to shape the message and create engaging videos that communicated the value proposition to customers across all stakeholder groups.

The Result

The work that Amsphere delivered fully supported and enhanced the team's objective of creating a leading-class S&P function. The new portal was efficient, user-friendly and enabled the users to find up-to-date information as well as providing S&P team with the ability to upload new content directly.

The stakeholder videos provided employees with a friendly face to engage with and allowed clear communication of the team's goals and ambitions. The stakeholder videos were integrated into implementation roadshows to further enhance customer engagement. The whole process enabled the team to create a consistent and efficient approach to sourcing across the business, enhancing quality and saving time and money. The project was delivered successfully and on time, with extremely positive customer feedback: "We had the A-Team".