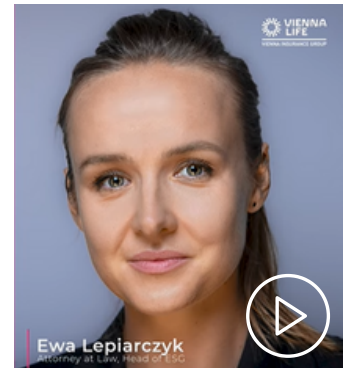


ViennApp

Ewa Lepiarczyk, Vienna Life



Video available in [VIG Groupnet](#)

Please briefly describe the initiative.

We believe that companies have to perceive things from more than one perspective and create value for all the stakeholders, including employees.

As traditional communication no longer aligns with the lifestyle of the modern individual, we've created ViennApp – a dynamic mobile application that seamlessly integrates into our employees' daily lives. Like other popular commercial apps, it accompanies them through their everyday routines and continues to evolve to meet their needs.

ViennApp reflects our commitment to being a truly life-oriented company in every aspect of our activities, including how we support and engage with our employees.

It is a unique initiative for Vienna Life employees and a practical step toward fostering an engaged organisational culture.

ViennApp was launched at the time of the merger with a focus on employees as the key asset of Vienna Life. Over 400 Vienna Life employees are already using ViennApp, and interest in it continues to grow.

What were the benefits?

Added value for employees

ViennApp has been designed with modern, engaged organisational culture in mind.

We believe that every employer on the market, regardless of the industry or type of business activity, should provide their employees with an application that serves as a natural tool connecting them with the company.

As an element of a portfolio full of applications used in daily life, ViennApp creates unified and engaging corporate culture and continuously evolves. It is a tool that provides employees with convenient access to key functionalities (such as bookings, benefits, and event information) as well as initiatives that foster our modern and engaged organisational culture such as emobility module.

We've created an ecosystem that addresses the needs of both employees and individual departments.



Who were the main stakeholders involved?

While creating ViennApp we tried to enhance Vienna Life's attractiveness as an employer and strengthen our visibility among employees.

Representatives from various departments within the company participated in the project, and the application is the result of our internal collaboration.

What were the major learnings and challenges you had to overcome?

We developed ViennApp from concept to implementation within six months, all while life insurance companies in Poland were undergoing a merger process – the largest in the Polish insurance market to date involving three entities.

It was a big challenge at the time, as we were and still are deeply involved in activities related to the merger. We have always believed that regardless of the circumstances, it is essential to maintain a mindset focused on growth and innovation.

Going forward, what are your plans to further develop the project?

We are happy to be the driver on the market in providing a tool that enables both the employer and employees to meet in one place – ViennApp.

Our next aim is to successfully scale up the ViennApp enhancing its usability and versatility.

The application has been developed based on Flexible M365 solutions to fit our needs and is connected to other M365 platform services. This ready-made environment enables the tool to be leveraged for other companies within the Group as well.

We believe that this innovation trigger can be shared and implemented in other companies within the Group, ensuring that the VIG brand has both an external and internal dimension.

Are you interested in exchanging with Ewa? Please feel free to contact her!

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