

TITLE OF THE CASE STUDY: INTERA

Name of the organisation:

INTERA

Country and sector of the organisation:

Slovenia, marketing & customer relations

Type of organisation:

- **Business company**
- Public organization
- Private organization
- NGO
- Other:

Size of the organisation:

- **small**
- medium
- large

Brief description of the organisation:

Intera is a small company with approximately 30 employees. Their main fields of work are CRM (customer relations management), project management, services and marketing. They offer their organisational knowledge, guidelines to clients and companies that strives to have a beneficial impact on all its stakeholders – customers, employees and their families, as well as on the wider business and social environment.

Short description of the case study (500 characters)

Their working environment was cleaned of junk, they painted office walls in vibrant colours and decorated to resemble the living room more. In the common space in the office they put a table football and other board games. In their premises is also a room for relaxing and resting with large basket of fruit and nuts. Each day it's someone turn to provide a pleasant musical atmosphere.

Key words:

Health, stress-releasing, pleasant working environment, fun at work

BEST PRACTICE PROFILE

DETAILED DESCRIPTION

Intera is a two-time Winner of the Golden Thread Award for Best Recruiter, namely 2014 and 2018. Golden Thread is a media-research project that, by promoting entrepreneurial innovation, examples of good employment practices and job quality, promotes enterprise innovation as an example and inspiration for the business and wider environment. The aim of the project is to find a top Slovenian company of the 21st century, in which employees have the opportunity to realize their talents and contribute to the success of the organization in the global market.

Intera is a leading company in the field of customer relationship management (CRM) and project management in Slovenia. Among their key values are: commitment to the most innovative technologies, professionalism and positive attitudes.

Creativity is the starting point for all types of innovation. Creativity as an ability to discover new ideas forms the basis for innovation. Innovation can be enhanced by studying techniques and processes and by increasing individual and collective creativity. If this happens in the right organisational culture, the result is innovation. A successful company such as Intera must be both creative and innovative. They are trying to overcharacterise the benefits of creative people and encourage them to find, test and promote new, innovative ideas. In this way, the company has a competitive advantage.

That company pays a great attention to the well-being of their employees it is shown in CEO's statement: "Employees are the largest and irreplaceable wealth of the company," says Intera's director Peter Ladič.

Although their list of tasks is no less full than in other companies and is always in a hurry, the pleasant and peaceful atmosphere in their offices does not evoke this feeling. No one panics in particular, and in most cases the tasks are quickly and perfectly performed.

They pay a lot of attention to the well-being of the team. Stress, cynicism and dissatisfaction are seen as critical indicators of the need for action, change. They believe that any conflict can be resolved and any work process improved.

Their mantra is that they want to enjoy their work, know how to take a break and also cultivate friendly ties that are woven among employees. All this contributes greatly to their productivity and, more importantly, clearly defines the culture of their working environment and their identity.

In addition to that they cleaned the offices, painted them in vibrant colours and decorated them to resemble the living room more. They added a table for table tennis, table football and other board games. They have a room for relaxing and resting with a large basket of fruit and nuts. Every day it is someone's turn to provide a pleasant musical base. They donate equipment they no longer need to others. Peter Ladič, CEO, says that their company strives to make employees feel the most well. He also emphasises that for a relaxed working environment is extremely important, that the work process is very precise and that the tasks are clearly divided. Good relationships are the key to success.

RATIONALE

They have come to the realization that we spend a lot of time with colleagues and it is very important to get along well and trust each other. How can someone work with a particular person, how can we know their strong and less powerful sides, and how we encourage ourselves, is far more important than the knowledge that a particular person has. Someone may be the best expert in a particular area, but if that person is not able to work with the whole team, then there will be many more negative effects (stress, conflicts) than positives.

"The company should be aware that we are all connected to each other. If I do not do something as best as I can, it is going to affect two, three or four co-workers. We take empowerment of employee seriously," CEO stressed.

GOALS

- Personal and professional growth
- As a team create an environment that is **motivating, encouraging** and **non-formal**
- **Creativity** and **freedom**
- Dynamic working process
- Focus
- Listening and empathy

IMPACT

Autonomy and **initiative** are definitely signs of a non-formal working environment in the company and carry a positive connotation.

The proposals of colleagues are measured not only by immediate economic impact, but also by whether they will all learn from this together and will be useful later.

In the company is a lot of energy invested in having as much time as possible for family, hobbies, time for things to look forward to. This means that, while there are clearly defined rules, there is also a lot of freedom. Their goals and vision are defined clearly, but constantly optimized. When they are chasing deadlines, they do not rely on more hours, overtime, but are looking for ways to get to the destination in the time available.

Connection outside of work

Flexible working hours in Intera are constant, colleagues are connected by joint cinemas, weekly football times, knowledge rotation system, introduction of new recruits with "seniors".

Informal communication is an important mechanism that helps to achieve both productivity and social objectives. In Intera, informal communication is an indispensable type of communication that affects better performance at work, connects employees with each other and creates a pleasant atmosphere.

Their results and numerous awards are the result of a multi-year commitment from the entire team. They know that only the best work done is good enough, so they have really high standards and expectations. Their objectives are constant development of employees, taking care of clients and being the best in the field of CRM and project management, and good business results come as a consequence.

Intera is the leading Slovenian provider of customer relationship management (CRM) solutions and project management with its main product, business computer and mobile application Intrix.

In February 2016, the Intera launched an incubator and coworking space "Kreativnica", where as mentors they help young start-ups develop fresh ideas.

LESSONS LEARNED

Employees gained independence and self-initiative. They started thinking outside the box and started making thought shifts. They are thinking about new projects on their own initiative.

Employees dare to say what they think, what they are up to and what they want to change.

MATERIAL



Source: <https://www.vecer.com/lokalno/podravje/direktor-podjetja-intera-bi-dal-delavcem-se-vec-prostega-casa-10235364>



Source: Facebook profile Intera

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Conversation with CEO of Intera

