



# Grupo Santander entrusts StarmeUp

THE SPREAD OF ITS CORPORATE CULTURE AMONG ITS MORE THAN 180,000 EMPLOYEES



The social and interactive platform developed by Globant was implemented in just one week and, shortly after its launch, it already has more than 95,000 active users.



# 7 days

To implement this solution

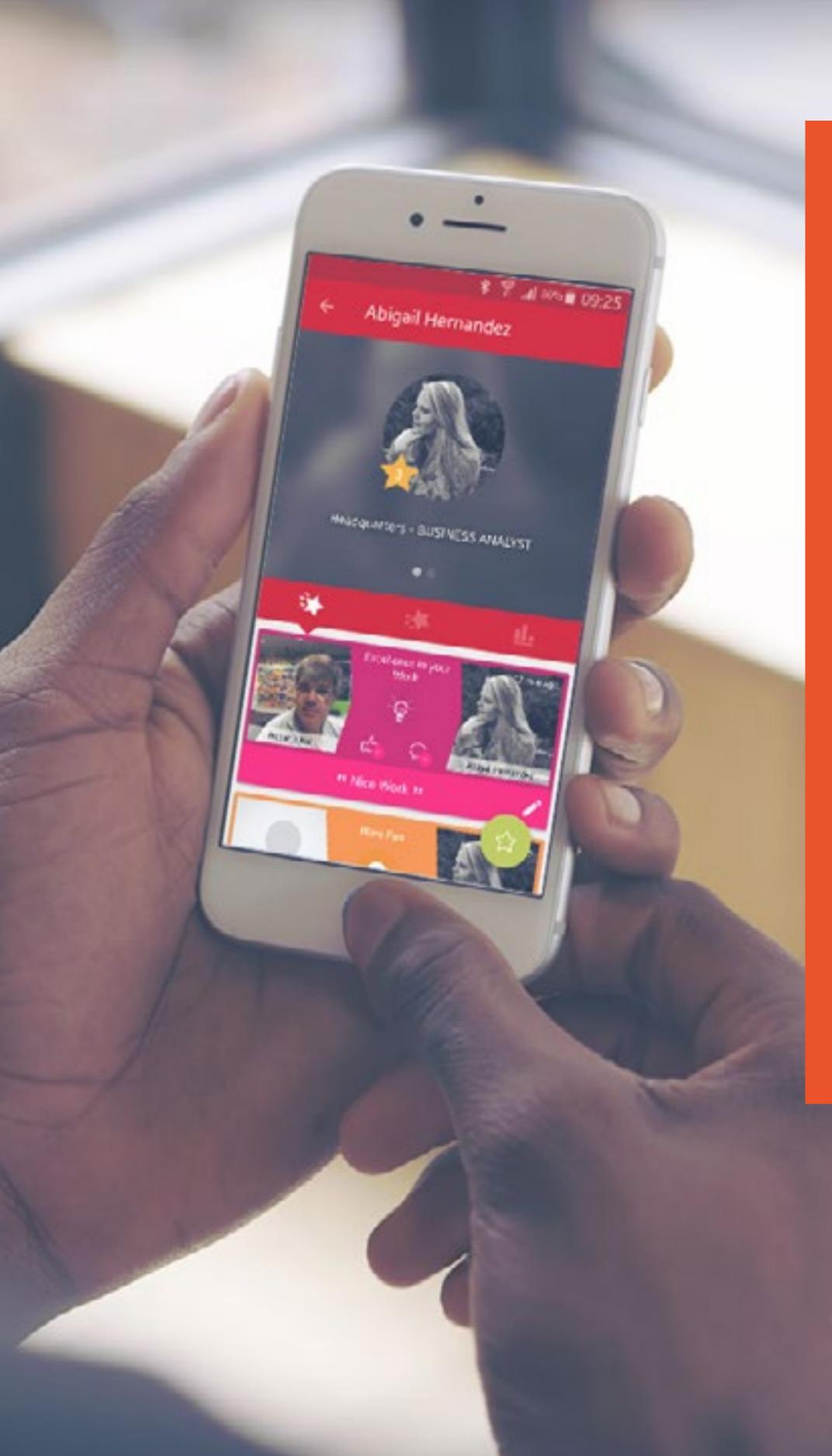
# 6 months

For the participation of 95,000 employees, or 54% of Grupo Santander's global staff

Grupo Santander is now using StarmeUp, the social and interactive platform developed by Globant, to spread the corporate culture and recognize the people who represent it best.

The initiative was launched by the President of the financial institution herself, **Ana Botin**. The solution was implemented in just **7 days and, in 6 months, it already has the participation of 95,000 employees, or 54% of Grupo Santander's global staff.**

**The goal is that all employees join this proposal,** which is about **rewarding with a star those peers who stand out for their performance,** positive actions and attitudes valued by the company, in short, recognizing those employees who better apply the eight corporate behaviors.



In December 2016, during the annual convention that gathers the directors of Grupo Santander around the world, its President **Ana Botin** was emphatic: **It was essential to foster collaboration, promote the exchange of ideas and spread the corporate culture among its more than 180,000 employees worldwide.** Just a few days before, she had held a meeting in Buenos Aires with **Martin Migoya, Globant's CEO**, and had learnt about StarmeUp, the solution that adjusted with complete precision to her intentions.

**StarmeUp** is the social and interactive platform developed by Globant that allows the employees of an organization to recognize their peers through the granting of stars, this way motivating and inspiring work teams, allowing the viralization of the corporate culture, improving transparency and meritocracy, reinforcing the values of the organization and, at the same time, it is an effective tool to detect which are the best talents for each task.

**“This tool will allow us to understand what we do best and what areas need to be strengthened,”** said Ana Botin during her presentation. In order to give a strong signal of support, the President of Grupo Santander, one of the main financial holding

companies of Spanish origin, with more than 125 million customers, used that conference to grant the first stars live.

The implementation had been carried out in just one week: That was the time it took Globant experts and the team appointed by the bank to have StarmeUp running and available to Grupo Santander's collaborators around the world.

**“We had to make some adjustments later, but we managed to put it in line in a real record time,” Miguel Angel Dorado Barra,** Human Resources Department of Grupo Santander, explained. In just seven days, a huge number of complex situations were aligned: From legal aspects that vary from country to country, to regulatory compliance regarding the way in which information should be stored in each country.

From the launch moment, the response was immediate: In a short time there were already 95,000 active employees, about 54% of the total staff. **“A good part of the success was related to the importance that the President of the institution**



**gives to corporate culture, which was a definitive boost for the platform,” Cristina Palanca Gomez-Pablos,** Communication, Corporate Marketing and Studies Department of Grupo Santander, highlighted. “Therefore, the commitment that the leaders of each country show to continue the diffusion of the platform is key,” she added.

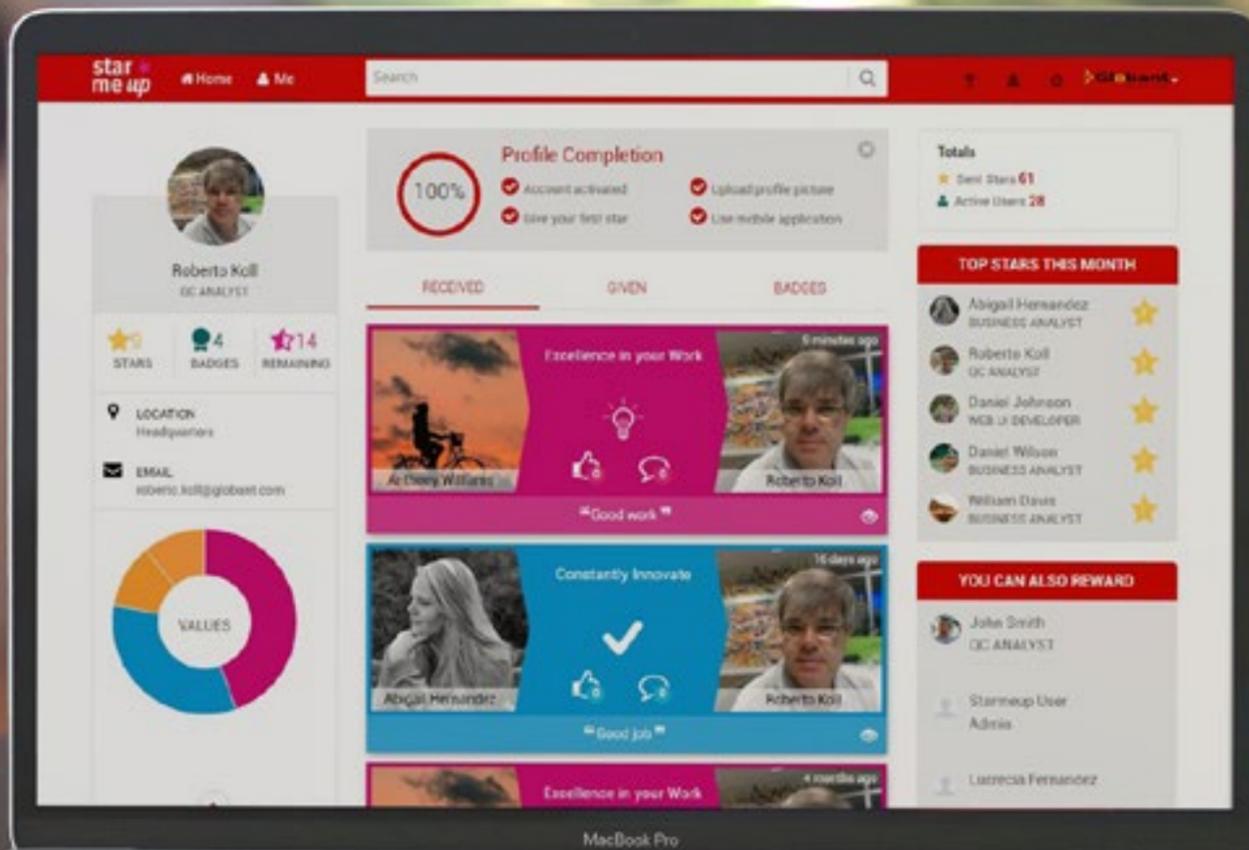
Among the peculiarities of the implementation of **StarmeUp** in Grupo Santander, the fact that it has limited the number of stars that each person can grant per month stands out.

“This brings a high emotional component to the star awarding process: They are not granted just because, but when someone really deserves them,” explains Palanca.

In addition, eight behaviors can be rewarded: To Actively Collaborate, to Bring Passion, to Embrace Change, to Keep Promises, to Show Respect, to Support People, to Talk Straight and to Truly Listen.

**The positive numbers do not imply a break: The challenge for the bank is that the percentage continues to increase steadily until reaching all**

**collaborators.** Not only that: the ideal situation is for everyone to use their monthly stars and interact at different levels of the platform: Recognizing their peers, giving likes to third-party stars or simply commenting. **“There is a phenomenon whereby those who receive more stars are also very participative at granting them, which shows the platform feedback level,”** says Dorado Barra.



“For us it is a privilege to be able to help Santander in this ambitious project. In Globant, we deeply believe in StarmeUp because we have had an extremely positive internal experience with the platform,”

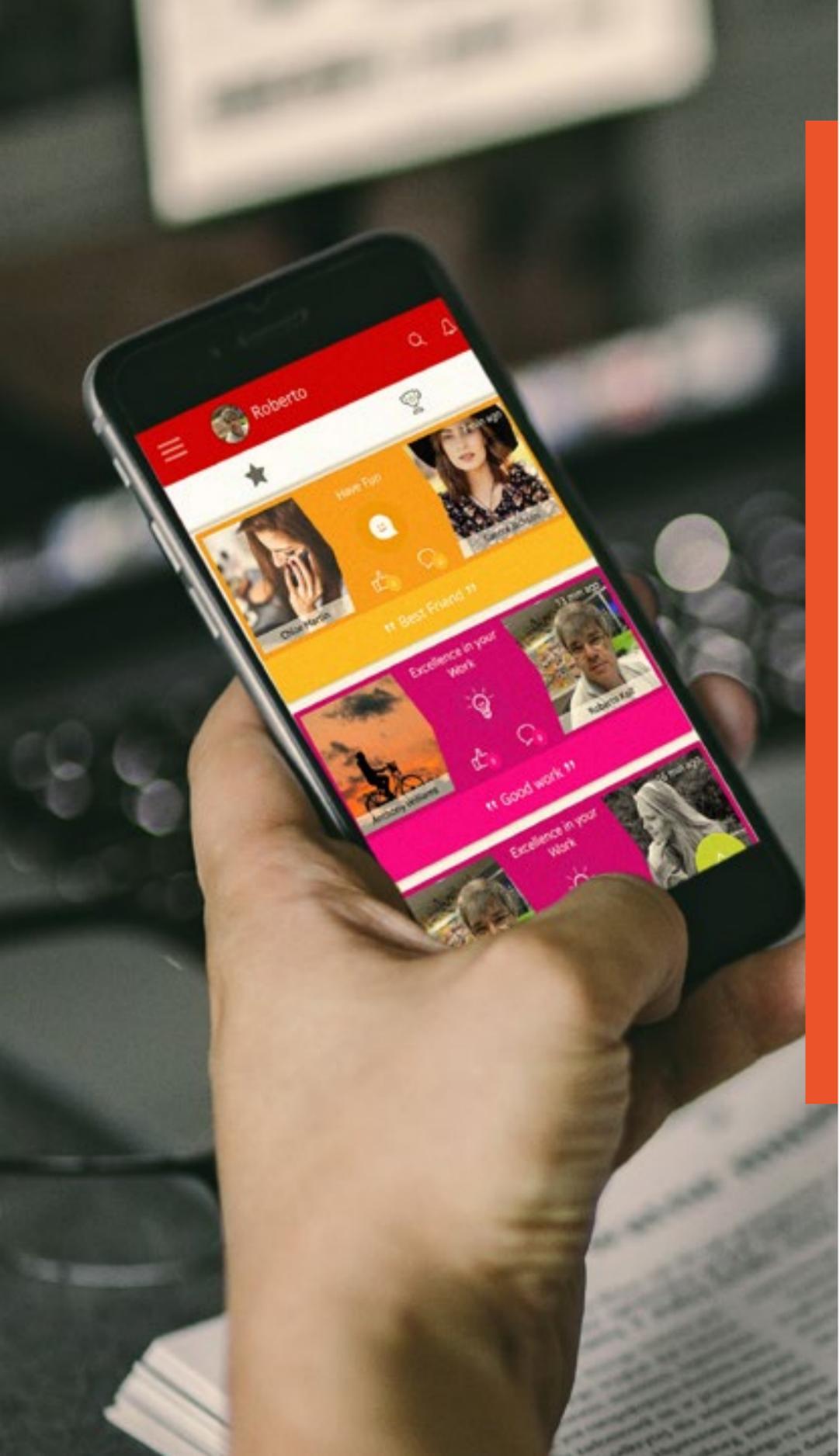
Guibert Englebienne, Globant's Co-Founder and CTO, emphasized.



“Recognition is part of our corporate culture and those who receive more stars in StarmeUp stand as exemplary people within the organization,”

**Cristina Palanca Gómez-Pablos**

Communication, Corporate Marketing and Studies Department of Grupo Santander.



**Grupo Santander and Globant will continue to work collaboratively to incorporate improvements to the application, for the financial institution to take advantage of.** For example, the platform currently shows filters by country, so that someone working in Brazil can focus on their immediate partners.

A people tracking solution was also developed, to get an alarm when a particular employee receives a star so as to congratulate them, for example, and a tool to know how many collaborators are simultaneously online at any given time.

**“Recognition is part of our corporate culture and those who receive more stars, especially the StarPros, who are recognized in each of the categories, gain visibility, have contact with top management and, most importantly, position themselves as exemplary people within the organization,”** Palanca concluded. In Grupo Santander, any of its collaborators can suddenly become a star. Or, at least, get one.

**“We were able to put StarmeUp online in our operations around the world in just one week: a true record,”** Miguel Angel Dorado Barra, Human Resources Area of Grupo Santander.

**“Recognition is part of our corporate culture and those who receive more stars in StarmeUp stand as exemplary people within the organization,”** Cristina Palanca Gomez-Pablos, Communication, Corporate Marketing and Studies Department of Grupo Santander.

# StarmeUp in numbers

34

The number of countries in which Grupo Santander uses the platform.

54

Percentage of employees who frequently use StarmeUp: 95,000 people.

300,000

The amount of stars granted since the launch.

8

Values to recognize.



## About Grupo Santander

Grupo Santander is a Spanish banking group organized around Banco Santander and includes a network of financial institutions with presence around the world, mainly in Europe and Latin America.

Grupo Santander has 12,235 branches, 188,492 employees, 125 million customers and 3.9 million shareholders worldwide.

Its main markets are Spain, UK, Poland and Portugal in Europe; Brazil, the United States, Mexico, Uruguay, Argentina and Chile in the Americas.

Its head office is located in Santander (Cantabria), city where the bank started to operate and from which it got its name. On the other hand, its operating headquarters, where more than 6,000 employees work, is in Boadilla del Monte, (Madrid), in the financial city of Santander.



## About Globant

We are a native digital company offering innovative technology services. We dream and create digital experiences for millions of users. We are the place where engineering, design and innovation meet scale.

- Globant has more than 5,800 professionals in 12 countries working for companies such as **Google, LinkedIn, JWT, EA and Coca Cola**, among others.
- It was **positioned as a global leader in digital strategy consulting services** in the IDC MarketScape Report (2016)
- It was also selected for case study by **Harvard, MIT and Stanford universities**