

# Changing the Channel

## The Challenge

With a vibrant and creative team of **over 200 people**, generating ideas was no issue for RTLZWEI. Capturing them, however, had proved trickier.

The RTLZWEI team had four main requirements for the ideas platform: **it needed to facilitate collaboration, be enjoyable to use, well-designed and based on SharePoint.** They wanted colleagues to enjoy using the tool to share their ideas and have the ability to leave comments and likes.

- No central platform for capturing ideas from teams around the organisation.
- Needed to reach the whole company at once and provide them with any information needed.



**RTLZWEI**

**Company:**

RTL Zwei

**Industry:**

Broadcast media

**Location:**

Munich, Germany

German TV channel RTLZWEI is a Munich-based broadcaster that prides itself on screening fun and entertaining programmes, from passionate docu-soaps through to high-energy blockbusters.

With the rise of on-demand platforms such as Netflix, the organisation is now competing with the internet for its audience. It considers innovation key to remaining competitive.



“It is really important for us that everyone who has a problem can open a challenge and collect ideas or solutions for that problem”

**Pia Emde, Project Manager,  
RTLZWEI**

## The Solution

edison365 provided RTLZWEI with an ideas platform that utilised the company's own branding.

At RTLZWEI, ideas are grouped into challenges, such as business models, sustainability and concepts for new shows.

Anyone from across the business can now share and access ideas, as well as coming up with challenges of their own.

260

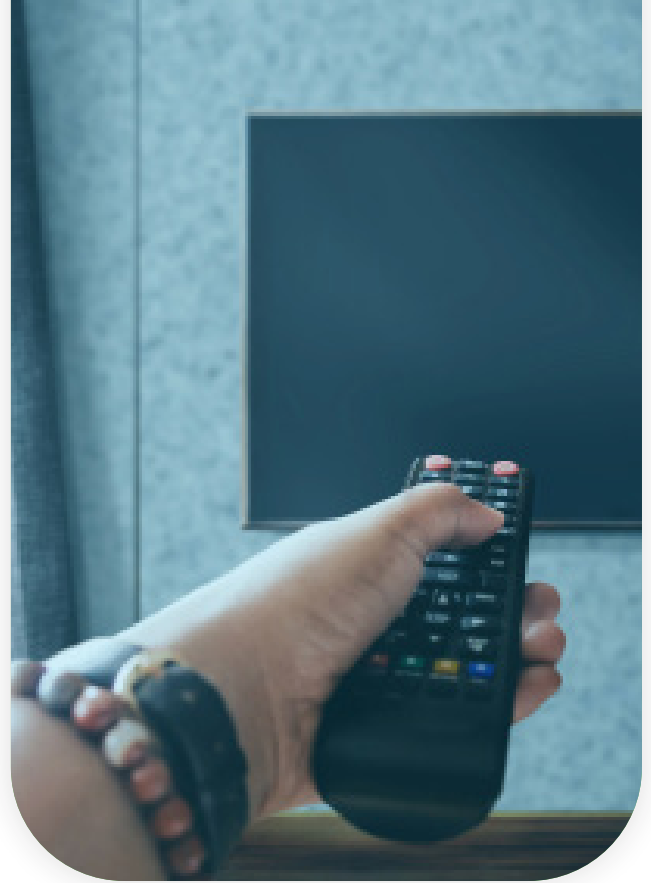
platform users

121

ideas posted so far

22

implemented



## Results

**The tool quickly built traction** as it looked good, was easy to use and because the RTLZWEI team offered onboarding sessions to help users build confidence.

With many teams working from home during the pandemic, colleagues from across the organisation have been encouraged to comment on ideas in order to **facilitate collaboration**. If the team responsible for the platform see colleagues making regular comments, they will encourage them to set up meetings and take the first step towards making change.

Thanks to edison365, **the creation of ideas has been democratised across the business.**

## Moving Forward

- Right now, the team are focusing on getting colleagues used to the platform.
- The platform team meet every week to develop new strategies around ideas generation.
- Training sessions enable RTLZWEI to gain feedback from new users, while walking them through idea creation.
- They plan to run events that showcase the best ideas and how they went on to be implemented.