



Insight helps Borealis with Microsoft Teams adoption

Story Snapshot

With employees in more than 120 countries, Borealis has decided to move from Skype for Business to Microsoft Teams in order to streamline collaboration.

To make people aware of the tools and help them understand why this change is necessary, they asked Insight to help them with communication and change management.

Insight supported Borealis in:

- Building an adoption strategy
- Creating a champions network
- Composing the right communication and training materials



Petrochemical industry

Background

Borealis is European market leader in the petrochemical industry. Their activities include the production of base chemicals, fertilizers and mechanical recycling of plastics. Headquartered in Vienna, the company has nearly 7,000 employees in more than 120 countries.

When Borealis decided to switch from Skype for Business to Microsoft Teams, they asked Insight for support with communication and change management.

Challenge

Skype for Business was well established for internal meetings at Borealis. But with the sudden switch to remote work, the company was intrigued by the many features of Microsoft Teams.

Initially, they decided to open up their Teams environment without training. Many employees seized the opportunity to start working with the tool. But to support collaboration in the new hybrid world, it quickly became clear that more guidance and change management would be required.

In addition, Borealis wanted to create a champions network – a group of employees who are passionate about learning how technology like Microsoft 365 can support their work and sharing their learnings with colleagues.

“Unlike most parties who claim to have expertise in change management, Insight’s efforts and skills were really valuable to us. They took a lot of work off our hands and provided us with tools that we still use today to support our users.”

Filip Bruynseels – Service Delivery Manager at Borealis

"Change management should always be as important as the technological side of a project. We've received great feedback from our users."

Filip Bruynseels – Service Delivery Manager at Borealis



Solution and Outcome

When you want employees to adopt a new tool, they must first understand how it will support them and why this change is important to the company. Therefore, Insight helped Borealis develop an adoption strategy. Within the ADKAR framework (Awareness, Desire, Knowledge, Ability & Reinforcement), Insight's change management consultants delivered communication materials and advice to accelerate the adoption of Teams.

Central to this project was the creation of a champions community. Thanks to Insight's extensive experience with these networks, Borealis was able to train a group of employees on how to use the many features of Teams. They learned, for example, how to create breakout rooms or send a survey during a meeting. These new 'experts' then passed on their knowledge through cross-pollination.

To make users aware of the move to Microsoft Teams, Insight also introduced the Skype for Business Interop Policy. This feature provided notifications for people who were still working in Skype.

Thanks to these advanced change management efforts, Borealis' 7,000 employees now understand the benefits of Teams and use the platform on a regular basis. For instance, while they used to share most documents through SharePoint, Teams has now become the central collaboration hub at Borealis.

Insight's contribution to the project was completed in about two months, but now Borealis has the tools to continue their change journey. The champions network is still regularly consulted.

Why Insight?

Insight's support did not stop at providing basic communication or written summaries about the capabilities of Microsoft Teams. Their professional consultants helped create a solid strategy and delivered the tools for long-term change management at Borealis.

The biggest added value for Borealis was Insight's experience with champions networks. It helped them achieve better results while other projects are now also reaping the benefits of this skilled community.

FAST FACTS

7,000

users in more than 120 countries have successfully transitioned from Skype for Business to Microsoft Teams

All users

now work with Teams as their central collaboration hub

Completion

in 2 months by Insight

Ready

Borealis is now ready to move forward with their change journey