

CASE STUDY

VASAKRONAN REACHES THE NEXT LEVEL WITH INRULE

“InRule process automation, a puzzle piece in our digital platform, is strategically important and enables us to continually develop new, innovative solutions for customer offers, operational optimization, and increased internal efficiency.”

*Sören Sandell,
CIO Vasakronan*

Vasakronan

Vasakronan uses InRule process automation as a strategic platform on which it has developed applications to streamline its business processes within HR, Legal affairs, Delivery, and Customer Service.

Tomas Nordlund, Systems Manager at Vasakronan, says that in 2012, the company saw an increased need from the HR department to digitalize a number of manual processes that, among other things, involve document management systems when recruiting and introducing new employees. Today, Vasakronan has expanded the use of InRule process automation even further, enabling it to efficiently automate manual routines that were previously time-consuming for its operations.

“Today we can automate administrative tasks and instead spend time on value-creating activities. InRule process automation saves time for the user and simplifies interaction with our customers and prospects.”

Tomas Nordlund, Systems Manager at Vasakronan

FROM CUSTOMER SURVEY TO CUSTOMER SERVICE

Today, Vasakronan’s use of InRule process automation spans business areas, including:

- HR and recruitment orders
- Reporting workplace accidents and incidents
- Inquiries from suppliers
- GDPR Compliance
- Periodic system review
- ... and many of its areas

An important part of the business is customer surveys in questionnaire form, where Vasakronan can collect customer data in InRule process automation. Thanks to the platform’s functions, Vasakronan can get a broad overview of its cases and prevent issues from falling between the cracks.

“Our customers can give us their feedback in InRule process automation, which leads to action management being handled and feedback given to customers within 24 hours. With InRule process automation, we can collect and analyze data, which has enabled us to take our customer service to the next level because data collection clearly shows what works and where there is development potential.”

Tomas Nordlund

InRule process automation is called a low-code platform on which the user can build different types of business-controlled applications and customize the platform based on the company’s specific needs.

“We are there as support along the way, but the idea is that our low-code applications avoid customers having to prolong IT projects. Instead, they can quickly build applications themselves in InRule process automation, which is both time and cost-effective.” Tobias Andersson, InRule

“InRule process automation covers “gaps” among different systems, enables agile development of processes and helps us to respond quickly to changes.” Tomas Nordlund

At Vasakronan, they mean that InRule process automation lives up to the company’s expectations now that it has started with the platform. In the future, it hopes to develop more innovative solutions to meet employees’ needs for efficient work tools and, at the same time, meet customer expectations.

“We look forward to new opportunities, combining InRule with the introduction of RPA (Robotization) for a number of tasks to further streamline and increase the quality of various processes.” Sören Sandell