Miro customer references
Creating a great employee experience for onboarding and beyond

A custom Miro experience powers a smooth transition to hybrid work for a global coffee brand

Problem

As the vision of re-entering an office became more of a reality, this global coffee chain recognized a critical need to help every employee feel comfortable and confident going back to the office in a hybrid capacity. The team knew that this process had to be carefully designed with a digital-first, inclusive mindset to meet employees where they are and to ease what would undoubtedly be a complex transition. After all, employees had been working remotely for over a year, and lots of changes had been made to the physical office space as well as the company's ways of working. The team wanted to provide information in an easy-to-access and engaging format. They didn't want to inundate people with documents and wikis, and wanted to make it fun and interactive to learn about how to get back into the office

Solution

The team decided to create a digital rendering to mirror the office experience on Miro as a visually appealing and fun way to bring content together in one place for easy access. Sharing a custom Miro board provided a perfect "home base" for both existing employees to learn key processes for re-entering an office or working from home, as well as help educate new hires about hybrid work policies. The team created eight boards with key focus areas capturing different aspects of the hybrid experience, complete with renderings of the actual office. This included details on newly remodeled conference rooms, a tech cafe to help with equipment needs, and important work-from-home guidelines. Miro gave them the flexibility to embed videos that helped explain the board content, and also helped make employees feel connected and integrated into the new hybrid model, without requiring an inordinate amount of the teams' time.

Result

The custom Miro boards gave the team endless freedom to customize the exact experience they wanted for their teams, and help ensure a smooth transition to the hybrid workplace. By integrating Miro into this transitional process of re-entry, the company was able to simplify what might have otherwise been a complex and arduous process.

View the full board

Miro gamifies virtual onboarding experience at Salesforce

Problem

At the beginning of 2020, Salesforce was preparing to welcome thirty to forty global new hires. They had planned a big event to get everyone together with researchers, strategists, and designers to help them feel immersed in the Salesforce team. But the pandemic meant rethinking the entire experience and executing virtually.

Solution

Salesforce built an experiential Miro board they called "Remote Flight Academy" and created a giant space-themed onboarding experience. To create a more fun and engaging program, each new hire was led through gamified "missions" for which they could earn badges while getting up to speed on content and participating in team-building activities. The team also used Miro to complement video calls and let new hires run through activities synchronously through a guided process.

Result

The imaginative Miro boards proved effective at getting new hires excited about their new teams, feel immersed in Salesforce culture, and provided a great resource to reference along the onboarding journey. The onboard experience also generated early inspiration for running all kinds of meetings within Miro to increase engagement and enthusiasm.

"From immersive workshops to better, more inclusive team workspaces, we turn to Miro. It creates incredible experiences for us at Salesforce and our customers."

Eleanor Sandford
Innovation Director, Design at Salesforce Ignite

View the full board
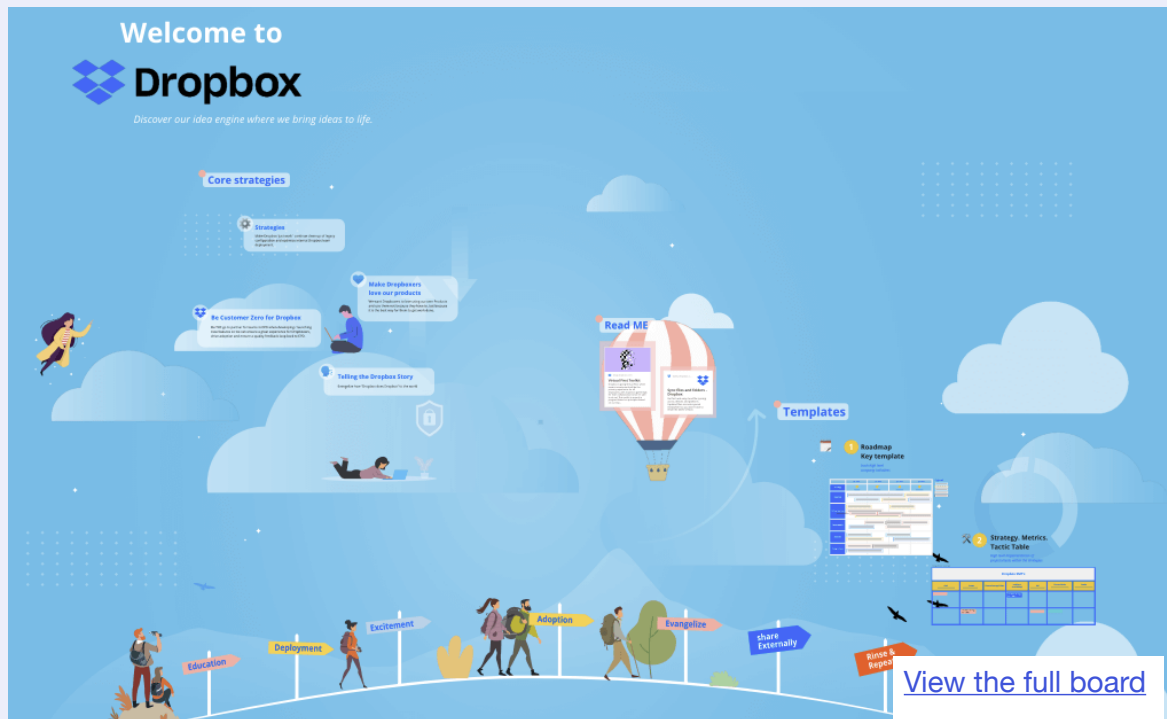
Miro as a central hub for virtual-first strategy at Dropbox

Problem

Joining a new company remotely can take the humanity out of the onboarding process. Dropbox needed to figure out how the workplace team could make new hires feel connected and integrated into the Dropbox's new ways of working in the digital era.

Solution

With a focus on human-centricity, Dropbox used Miro to create engaging online experiences that help guide new hires through a fun, informative process that shows how Dropbox is deploying their virtual-first strategy. In the interactive board, new hires can learn the about Dropbox brand and culture, complete with core resources, best practice templates, and multimedia assets.

Result

New Dropbox employees are now able to come up to speed quickly, feel connected to their new team and company, and adopt best practices for the new virtual-first workplace. Existing Dropbox employees are able to use the board as a central source of truth for their virtual-first strategy and processes, whenever they need to refer back or share them.

"Miro is a single place for us to build a program around Dropbox and the work we are doing to highlight all the efforts we are putting in to our virtual-first strategy."

Jolean Dekort
Head of ITS Infrastructure
Engineering and Operations at

miro.com

Welcome

View the full board

Onboard

Benefits
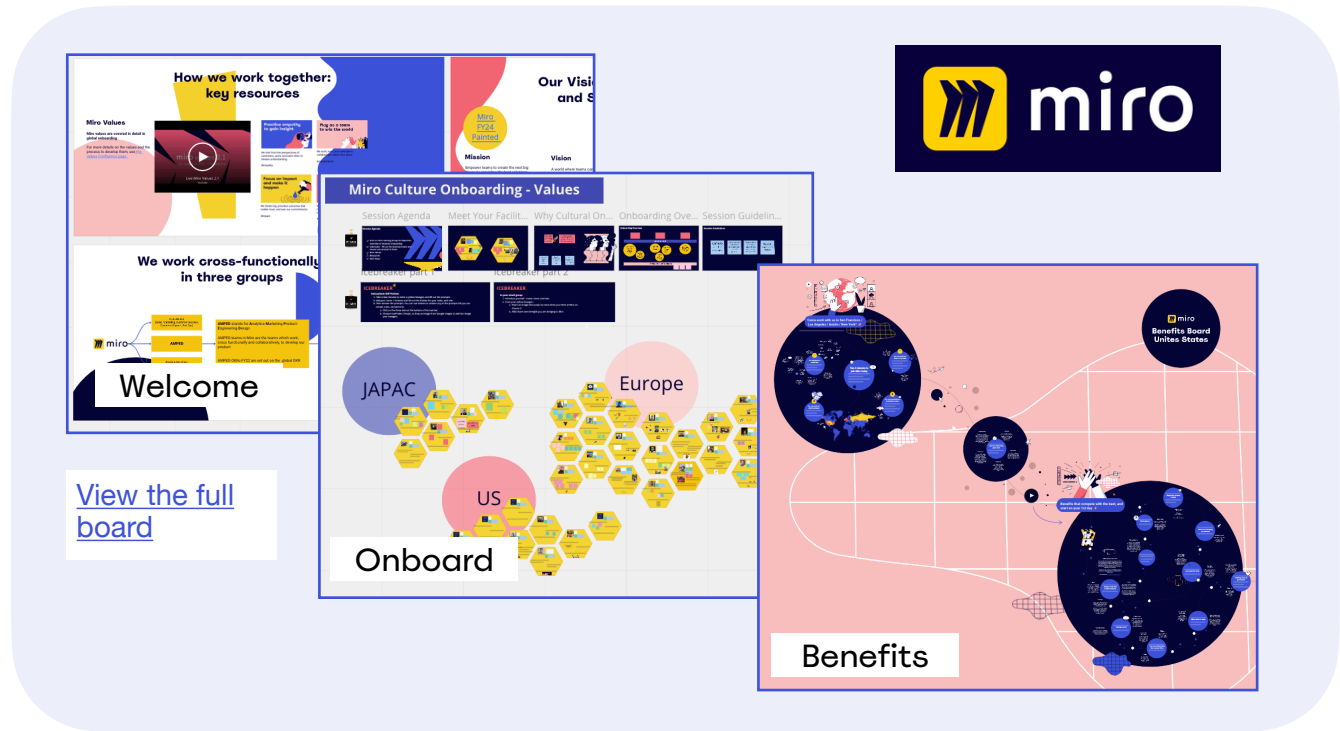
Onboarding with Miro at Miro

Problem

Miro is growing at lightning speed, with hundreds of employees onboarded remotely since 2020. The challenge has been helping all of these new hires feel connected to the brand and company from their remote locations, as well as getting them acclimated quickly with Miro's company culture, strategy, and team. With increasing Zoom-fatigue and lack of in-person opportunities to connect, it has become more and more difficult to create experiences that are memorable, engaging, and replicable for teams across the globe.

Solution

From outreach to candidate experience to onboarding and benefits, Miro uses Miro to shepherd new team members through every phase of the process. Co-creating these boards across Workplace and Learning teams helps ensure the most important and valuable parts of the onboarding process are captured and iterated on to continuously improve the experience. Providing interactive Miro boards to new hires helps deliver all the tools and resources needed at each phase of onboarding in one central, easy to navigate location.

In addition, Miro has created an entire onboarding program in Miro that allows cross-functional new hires to get to know each other and execute a project collaboratively with their peers. This program is designed to create positive experiences and connections that transcend physical location and job roles at the very early stages of joining the company.

Result

Leveraging the simplicity, limitless creativity, and flexibility of Miro boards, we have been able to effectively communicate company culture, values, and ways of working from the very beginning of the candidate interaction with Miro — in a visual and fun format. Setting team members up for success and getting them comfortable using Miro from day one has helped us build an engaged and collaborative team across the globe.

"The Miro cultural onboarding sessions were quite useful and allowed me to get to know Miro culture, Miro product, and my peers from different hubs better."

- Recent Miro hire