

How Anyfin's CPO strategically prepares for future growth with Bob



Anyfin is a smart finance app that helps people understand and improve their personal finances. Headquartered in Stockholm and with people working from Berlin and Norway, Anyfin is a multi-national, modern organization. Anyfin wanted to implement an HR system for managing their people and processes. Having used an enterprise-level system in a previous role, Anyfin's Chief People Officer (CPO) sought something completely different. She wanted an easy-to-use, one-stop solution that could grow with the company and manage the entire employee lifecycle—from preboarding to offboarding. After seeing Bob, she knew she'd found what she'd been looking for.

	Founded in 2017	What they do Fintech
	Headquarters Stockholm, Sweden	Highlights <ul style="list-style-type: none"> Implementing Bob as an SMB has prepared Anyfin for hypergrowth
	Employees 150	<ul style="list-style-type: none"> 30-day implementation enabled Anyfin to focus on their people
	Sites 2	<ul style="list-style-type: none"> Bob helps Anyfin create simplified processes for all things HR

Being proactive and preparing for future growth

When Amanda Edwall joined Anyfin as CPO, there was no HR system in place. Instead, they used various tools and spreadsheets to manage their **HR processes**, which she didn't feel was well-suited for a modern startup. Although they could have held off for another year or two, Amanda felt strongly about implementing a system to help increase efficiency across the organization. As CPO, Amanda believes that HR is all about being proactive, and if she's only being reactive, it's just not good enough.

As part of making her case to Anyfin's CEO/CFO, Amanda, and her team reviewed several HR systems but found various drawbacks that didn't align with their vision for an HRIS. There were HR systems that weren't flexible or user-friendly enough, systems that took months to implement, and systems that promised capabilities that didn't exist yet. Then they found Bob. Bob ticked all the boxes for supporting their needs across HR and finance—from onboarding and performance to managing compensation—while also having the tools to engage their people working across multiple sites. Their CEO/CFO understood that with Bob, they'd have a seamless implementation, be up and running almost immediately, ultimately save money, and have a platform that could scale with them as they grew.

Using Bob, Anyfin has created processes for all aspects of HR, setting the stage for when they are ready to scale. Amanda explains, "How we work with Bob and the different processes we've built can support a company of one thousand employees. In this way, we are ready to add more markets, countries, and people when the time comes."

"Finding an HRIS was one of the first things I did when I started working here. I looked at all the different systems and wanted to find one that could support us where we are now and where we'll be in two, five, or ten years."

Amanda Edwall
Chief People Officer, Anyfin

Saving time with a fast rollout and automating daily tasks

Implementing Bob as an SMB has had significant advantages for Anyfin. The process took just one month, enabling them to focus on building HR processes that could scale with them as they grew.

They started by rolling out a few modules and saw that, within just a few days, people were going in organically, filling out their personal details, and adding headshots to their profiles. As the platform became populated with information, Anyfin's people started to engage. They explored the Org Chart and posted Shoutouts recognizing their peers' achievements. Everything came together naturally, without training or hype. This greatly contrasted with Amanda's experience rolling out Workday in a previous role that had involved a six-month prelaunch and a detailed change management exercise.

This ease of use trickles down to the daily use of Bob. With a lean people team, Anyfin doesn't have the resources to dedicate to managing the system, and they don't need it. Bob is so intuitive that Anyfin's managers and employees can easily self-serve when making changes to Bob—no training required.

Anyfin's people team saves hours using Bob to set up recurring tasks for processes such as preboarding and onboarding new hires. For an engaging preboarding experience, they automatically send out a welcome email containing a short video introducing the office space, showing them where the coffee machine is, and explaining that they don't need to bring lunch on the first day. Then, once new hires start working at Anyfin, they can view more videos in Bob that introduce different people from across the company, including the founders, and present the company's mission. With Bob, everything runs seamlessly and provides new joiners with a smooth and fun onboarding experience that makes them feel right at home. Bob has made such a significant contribution to HR processes at Anyfin that they don't know how they ever managed without it.

"The second we stop delivering relevant tools, systems, and processes, I'm not doing my job right. I think it's been obvious to both employees and managers how smooth this process has been. As HR, we support the rest of the business to ensure they can be as efficient as possible and focus their time on adding value, not some annoying back-end processes."

Amanda Edwall
Chief People Officer, Anyfin

Main takeaways

- With Bob, Anyfin's CPO can proactively prepare the company for future growth.
- Bob supports Anyfin's people across sites in multiple countries.
- A quick 30-day implementation enabled Anyfin to focus on their people rather than a change management process.
- Bob streamlines Anyfin's preboarding and onboarding processes, saving time for the people team and creating an engaging experience for new joiners.

Anyfin's favorite Bob features

<p>Performance</p> <p>Run review cycles and set actionable goals</p>	<p>Onboarding</p> <p>Make a great first impression for your new hires</p>	<p>Core HR</p> <p>Manage HR, automate processes and build culture</p>
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Anyfin's workflow integrations

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