



# Kaizen Gaming

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Covid-19: #PeopleFirst

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# Kaizen Gaming

We are the leading GameTech company in Greece and one of the fastest-growing in Europe.



- Greece (2012)
- Cyprus (2015)

- Romania (2017)
- Germany (2018)
- Portugal (2019)
- Brazil (2020)

\* More markets in 2021

# Kaizen in numbers



1,000  
employees

32  
Years the average  
employee age



250m+  
transactions securely  
handled in 2020

690k+  
active customers in  
2020



525K  
Sporting events on  
offer in 2020

4K  
Games



40+  
athletes on their way to Tokyo  
and 7 soccer clubs supported  
via our sponsorship

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# Don't take our word for it

## HR

- Great place to work (2021)
- Most effective total reward strategy (HR Awards 2020)
- Most effective recruitment strategy (HR Awards 2020)
- Best team building programme (HR Awards 2020)



## Business

- Casino marketing campaign (EGR 2020)
- Sportsbook innovation responsible gaming (EGR 2020)
- Socially responsible marketing campaign (EGR 2020)
- Rising star in sports betting (SBC 2019)
- Best mobile operator (EGR 2019)
- 6 Awards in Sports marketing awards 2019
- 7 Awards in Greek Bookmaker Awards 2020

6

International  
awards

# Covid-19

01

Respond  
*How all started*

02

Recover  
*Now*

03

Thrive  
*Shaping the future*

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# 1 - Respond *(How all started)*



100% WFH  
Before lockdown



CEO comms  
Updates (Covid,  
performance, news)



Virtual Town Halls  
Two-way live  
communication

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## Fun

- Online classes, challenges & tournaments
- Q&A with athletes



## Support

- EAP support line
- Wellness tips



## Employee Experience

- LinkedIn Learning
- Digital onboarding





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## Feedback from our employees

96.1%

I feel  
productive

96.3%

I feel happy

95.9%

The company is  
providing me  
with the  
support I need

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## 2 - Recover (Now)



72% WFH

As of July 2021



**Employee's choice**

Employees choose their  
working mode



Vaccination leave

Vaccination leave for every  
dose of the vaccine

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Covid testing

2 PCR tests per week



Learning

Launch of talent  
programmes



Culture

Reinventing our cultural  
identity





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## 3 - Thrive *(Shaping the future)*

### Hybrid model

New office based on hybrid

### Benefits

New beneflex system:  
Employer as social safety net

### Org. Design

Shaping our design based on digital collaboration

### Re-skilling

Skills over roles:  
Investment on transferable skills

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### Resourcing

Contingent workforce increase

### Data driven

Constant flow of employee feedback and actions

### Software

- Systems redesign
- Tech-enabled recruitment

### Performance Management

Objectives re-evaluation and outcome-based OKRs



And this is just  
the beginning



THANK YOU!

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