

**Bukalapak's Value and Culture**

# **Engage Employee in The Modern Way**

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**+ 2,000 Employees**

**+ 800 Tech based talents**

**+ 80% of our employees are  
millennials (age 24-39)**

# The factors consistently occur as significant contributors to happiness

- Sense of meaning through company vision
- The job itself
- Employer concerns of wellbeing
- The people
- **Trust to leadership**

# The Start



Our Mission

# “A Fair Economy For All”

We envisioned a Tech-enabled Economy

## For MSMEs

With technology, we want to address MSMEs obstacles in doing business and boost their performance by broadening the market, increasing productivity, and to be more efficient.

## For Society in General

We believe technology could transform our society's life by opening access and opportunities, removing burden on their shoulders, and make their life easier.

# Our Values

**1. Enable Customers to Grow**

**2. Give a Damn**

**3. Jangan Baper, Lihat Data!**

**4. Keep It Simple**

**5. Gotong Royong**

**6. Be Fun!**



# Our Services



# 10 years and we're just getting started

**+6 million**

Online Merchants

**+5 million**

Offline Warung and Agents

**2 Days**

Average time for merchants to get their first transaction

**142 cities**

covered by Komunitas Pelapak

**+90 Million**

Registered Users

**40%**

Of all warung across Indonesia covered





# Internal Communication Channels

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Happiness  
Survey

BukaKabar  
Internal  
Newsletter

BukaDiskusi  
Open Forum  
  
and  
  
Chit-Chat with  
Management  
Level

Bukalapak  
Squad Mail Info  
  
and  
  
Chat  
Announcement

C-Updates  
  
and  
  
Town Hall



# Learning, Culture, Non - Physical Environment

Internal Engagement Event



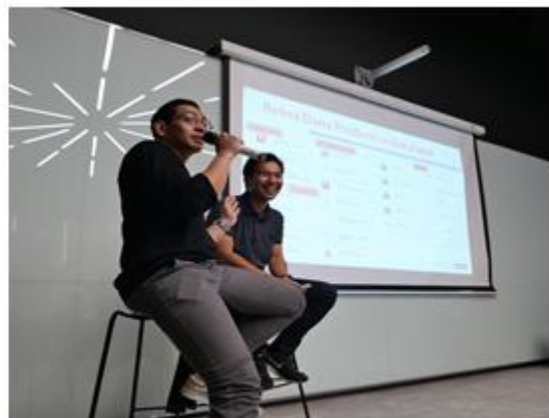
Music Corner



Wellbeing/Health



Sharing Session



Growth & Personal Development Workshop



Fun and Happiness



# Tools & Technology



IBU SUSI

Cari Apa?



Bukalapak Headquarter Guideline • Sign Out



Good Morning, Radityo ! Early bird gets the worm. Yum! 🍳

## About

"My name is IBU SUSI, short for Internal Bukalapak Solutions & Services. I am here for you as a centralized portal for our sites and working tools. My purpose is to help creating a joyful experience working at Bukalapak. Find the information you need here, and if you need further help, visit me at the 7th floor of our new Headquarter!"

## Internal Bukalapak Solution & Services (IBUSUSI)

### Working Tools



**Bukalapak Headquarter Guideline**

Our new journey starts here!



**Google Mail**

Check your e-mail frequently here!



**Google Drive**

Just click here and you can access your drive easily!



**E-Learning**

Elevate your knowledge and skills here



**Bukalapak Knowledge Toolkit**

Information center for Bukalapak products



**BukaInfo**

About Company, Profile, Information, Regulations, SOP and Policies, and Clubs



**Access Request**

You can request access to REDASH, GA, GITHUB, Confluence, etc. here



**BukaDiskusi**

Join the discussion with fellow Bukalapak Squad here



**Nabila**

Your employee self service portal. You can submit your leave, permit, absenteeism, and other personnel-related needs here



**ORACLE**

Claim your reimbursement, cash advance, create PO/PR, and other finance-related submissions here



**Employee Info (E-Mail) Request**

Need to share information to the whole Bukalapak Squad through Email? Request the schedule here



**Slack Announcement Request**

Need to share information to the whole Bukalapak Squad through Slack? Request the schedule here



**E-Library**

Expand your knowledge with digital & physical books

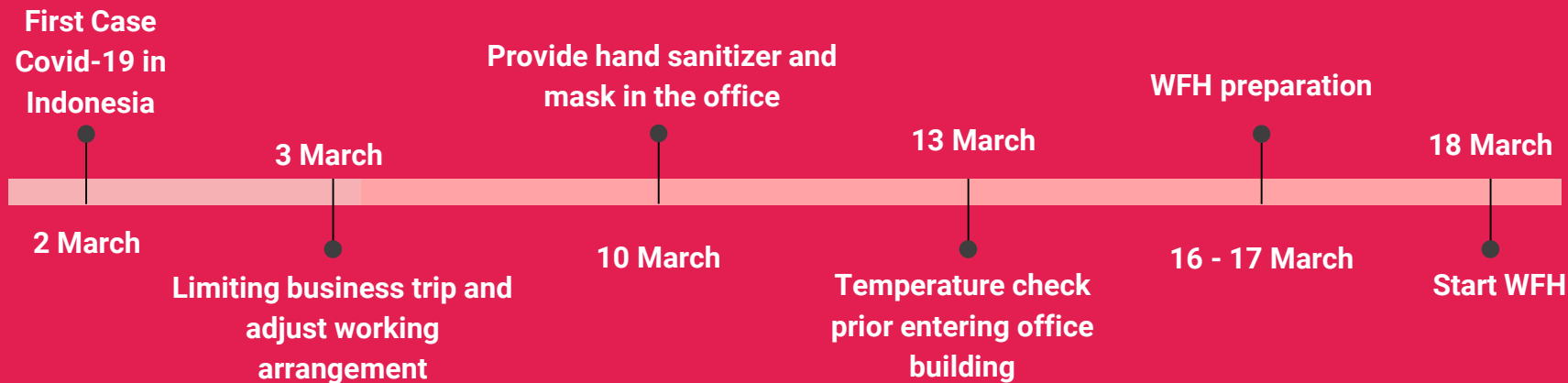


**BukaCurhat**

Coming Soon

# Our Talents are Our Biggest Assets

Their safety is our top priority.





# Work From Home

## Stay Productive

It is important to keep the business running as usual. Research and develop the best workflow for each function and stay productive!

## Connect

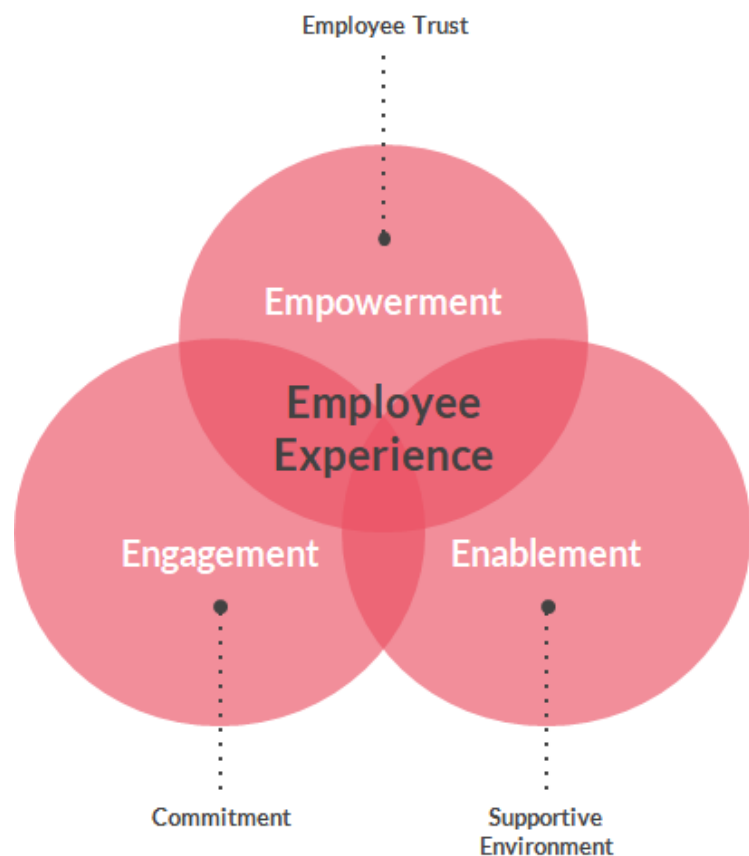
Reach out to your employee. Send weekly email to update how the company has been running, talk to them through video conference, have a virtual lunch with your colleague!

## Have fun!

Create activities to gain casual interaction between employees. Workout together virtually, share your working music playlist, sky is the limit, be creative!



**Thank  
You**



## “Treating Employee Like Customers”

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Level of employee engagement has a major impact on what they think about your company.

**Highly engaged** organizations have a competitive advantage when they can get significantly more out of their workers.

*Gallup, 2018*

# Human Resources **VS** Talent Management



All things 'people' in an organization is HR. Everything from understanding the number of new people the company needs to hiring them and then retaining them.

**Operational.** Hiring and retain the employees



Talent management is the process of nurturing, developing and retaining talent in the organization. It's a HR attitude.

**Strategic.** Nurturing and “make the most out of them”

**Source:**  
Deborah Arputham, Freshworks, 2020