Keyloop

Keyloop is a global company transforming the car buying and ownership experience and includes ~2000 people out of which over 600 are in the Development organization.

The challenge

Under new management, the company decided to consolidate different Product groups into one group and decided to implement SAFe to provide a coherent process at scale, that will allow the group to deliver fast, with quality and predictability. Transforming a well-established traditional industry organization into using new technologies and with several new acquisitions required a new way of thinking and working. The main goals we set for ourselves were to achieve alignment across the organization, faster time to market, improve quality and improve employee engagement.

AgileSparks solutions

- Senior management workshop in which management was trained on SAFe and Agile, and aligned around the transformation goals and strategy.
- Setting up a LACE for driving and sustaining the Lean Agile mindset and implementation internally.
- Identifying value streams and launching 8 Agile Release Trains (ARTs). Each launch included training leadership and all roles and teams (more than 600 people trained in total).
- PI planning preparations and PI planning events.
- Coaching and supporting ARTs during PI execution.
- Aligning and improving usage of tools for visibility and introducing metrics to measure impact and tracking progress.
- Help the organization synchronize and align by adopting a common 2-week iteration cadence with quarterly Pis.
- Establishing Community of practice (CoP) for Scrum Masters and RTEs.
- Helping the internal LACE team become independent in their ability to do training by co-training, coaching, developing the materials.

Initial results after 12 months:

- Remarkable increase in transparency and organizational alignment.
- Significant improvement in our ability to manage dependencies across the organization.
- Increased focus on employee engagement and psychological safety through feedback loops and continuous improvement.
- Increased ability to respond quickly to changes.

AgileSparks team, led by Yael Rabinovich, helped us launch an ambitious SAFe implementation. We've launched 8 Agile Release Trains in a period of 7 months. The team helped us design the topology of the ARTs, trained and coached every level of the organization and helped our internal champions (LACE) get to the next level as Agile coaches. AgileSparks coaches are professional, passionate and experienced. Their experience and diversity make it easy for them to insert themselves into most of the challenges we experienced and contribute with constructive and empathetic solutions. Throughout our transformation program we felt that we were in great hands. AgileSparks coaches guided us professionally through a very challenging transformation, while creating a real change in people's mindsets and culture. The journey has not ended, but we can already see and feel great improvements in the goals we set when we started our SAFe and Agile journey and there's no looking back. I have no hesitation in recommending the awesome AgileSparks team to any enterprise seeking help in achieving Agile at scale.

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