



apty



Making Workday Work: How Mattel Unified HR Processes Across 9,000 Employees and 6 Languages

EXECUTIVE SUMMARY

Mattel implemented Workday HCM to modernize HR globally—but the rollout struggled with adoption inconsistency, support ticket volume, and process fragmentation

By embedding Apty's multilingual, contextual guidance across 30+ critical HR workflows, Mattel achieved 90% platform utilization in just 60 days. The transformation enabled faster onboarding, reduced support volume, and restored leadership confidence in HR operations.

This wasn't just a training fix—it was a scalable operating model shift.

THE HUMAN IMPACT

Mattel's employees were expected to manage complex HR tasks across global regions—with inconsistent support. The lack of clarity around new workflows led to repeated mistakes, onboarding delays, and frustration among new hires and internal teams.

Support queues grew, productivity dropped, and HR teams lost time that should have been spent on strategic work.

THE SELECTION JOURNEY

Mattel had invested in training programs, process documentation, and support teams to ease their transition to Workday HCM. But despite these efforts, system adoption remained inconsistent across regions, and support costs continued to rise.

The company sought a solution that could:

- Deliver multilingual, in-context guidance within Workday
- Support fast, scalable onboarding across a global workforce
- Ensure compliance through embedded validation
- Provide analytics for visibility into adoption and process execution

As one leader put it:

"We had great systems—but no way to ensure people were using them the right way, at the right time."

After evaluating several digital adoption platforms, Mattel selected Apty for its ability to align with their standardization goals, demonstrate rapid time-to-value, and scale seamlessly across six languages. Apty's previous success in complex HR environments made it a strategic fit for their transformation roadmap.

THE IMPLEMENTATION JOURNEY

Mattel and Apty identified over 30 high-priority business processes to optimize. Apty's platform enabled:

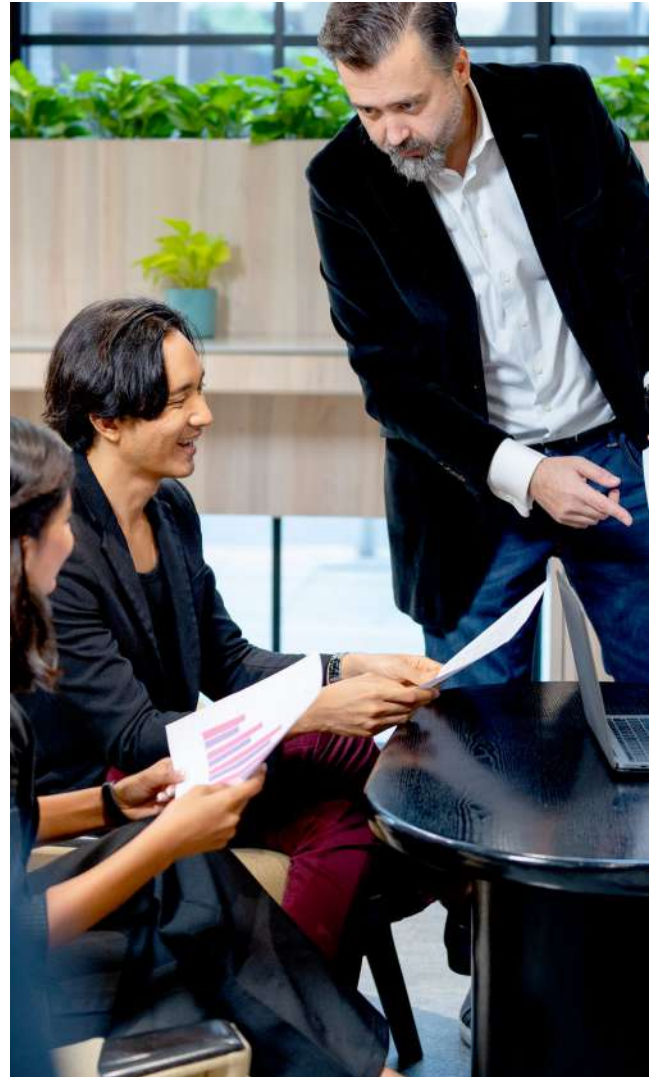
01	Contextual onboarding guidance directly in Workday
02	Step-by-step instructions in 6 languages
03	Personalized workflows tailored to regional HR variations

All deployed without any code changes or delays to core Workday systems. This wasn't just adoption support—it was **experience redesign**.

THE BUSINESS TRANSFORMATION

In less than a quarter, Apty delivered measurable, business-wide impact

- 90% platform utilization in the first 60 days
- Significant reduction in HR-related support tickets
- 9,000+ employees onboarded with clarity and speed
- Improved data accuracy and task completion rates
- Increased leadership confidence in global HR performance



With Apty, employees didn't just adopt Workday—they started owning their processes.

THE PATH FORWARD

Mattel continues to expand Apty's impact by supporting additional business units, creating self-service knowledge layers, and scaling HR process improvements worldwide.

Spotlight Quote

"Achieving 90% Workday adoption across our global organization in just 60 days exceeded our most optimistic expectations. The dramatic reduction in support tickets has freed our team to focus on strategic talent initiatives rather than system issues."

— Global HR Operations Leader,
Mattel



hello@apty.ai



www.apty.ai

