



People365<sup>®</sup>  
HCM



**EXOTICA**

S U C C E S S   S T O R Y

*“By integrating People365 Performance Management solution, Exotica has created a more vibrant workplace, with increased employee engagement. The transformative approach has also brought clarity to performance objectives, resulting in boosted efficiency and a more dynamic work environment. This success laid the groundwork for future collaborations with People365 for Time & Workforce Management and Mobility solutions.”*

– Roland Richa-Human Resources Director | EXOTICA

## THE CUSTOMER



Exotica is a leading provider of floristry and landscape contracting services in the Middle East and North Africa, operating in countries such as Lebanon, the UAE, Syria, Jordan, Saudi Arabia, Qatar, Egypt, Yemen, and Kuwait. With a team of over 350 dedicated employees spread across showrooms, plant nurseries, and landscape contracting divisions, Exotica has established itself as a trusted name in the industry. Headquartered in Lebanon and the UAE, their expertise spans a wide range of services, including outdoor landscaping, weekly floral arrangements, plant supply and maintenance, event decoration, and seasonal installations. Exotica's innovative approach and commitment to quality have cemented its reputation for excellence across the region.

## PEOPLE365

Being a leading HCM provider in the Middle East, Africa, and Eastern Europe, with over 35 years of experience, People365 is a comprehensive solution that combines Time and Workforce Management, Scheduling, Payroll, Human Resources, and Mobility modules, designed to smoothly integrate key aspects of business operations. Having more than 1,200 references coming from leading companies across verticals, People365 is compliant with more than 82 countries' rules and regulations. The system helps companies manage the complete work cycle, from headhunting human talents all the way to retirement. People365 operates both regionally and globally, covering the EMEA region through offices in UAE, KSA, Egypt and Lebanon.

## THE BUSINESS NEEDS

Exotica aimed to enhance its performance management by setting clear objectives and KPIs for every employee, recognizing that the traditional annual review wasn't sufficient for real-time feedback and growth. The company's priority was to increase the frequency of performance appraisals, allowing for more agile and responsive feedback loops where objectives could be reassessed and updated throughout the year. Given that their employee evaluations were divided into competencies and KPIs, Exotica saw the need for automation to customize competency frameworks tailored to individual roles, providing greater precision and relevance in assessments. Additionally, they intended to implement a 360-degree performance appraisal system to gather a more comprehensive view of employee performance from multiple perspectives, fostering a culture of continuous improvement and constructive feedback.

## THE CHALLENGE

Exotica faced a significant challenge when selecting a Performance Management solution as they needed one that was both cost-effective and highly customizable. Their goal was to find a system that could be tailored to their specific business needs and could grow with their organization. They wanted the freedom to implement their unique company policies without being constrained by rigid, pre-set functionalities. By prioritizing flexibility and scalability, Exotica aimed to ensure that their Performance Management solution would adapt seamlessly to their evolving requirements, empowering them to drive performance and growth effectively.

## THE SOLUTION

After conducting extensive market research and considering various international providers, Exotica made a strategic decision to adopt People365 Performance Management solution, influenced by a referral and the robust functionalities of the system. Following the implementation, Exotica achieved a significant milestone in 2023 by successfully executing three performance evaluation cycles, a remarkable leap from their previous absence of structured reviews. This shift not only demonstrated Exotica's commitment to fostering a culture of continuous feedback and enhancement, but also raised awareness among employees regarding the significance of these assessments in their professional development and career progression, indicating a promising path for Exotica's organizational growth and prosperity.

## BENEFITS

By adopting People365's solution, Exotica streamlined its performance management processes, effectively addressing prior challenges through:

1. Increased performance frequency
2. Customizable competency framework
3. 360-degree appraisals
4. Improved employee engagement
5. Enhanced goal alignment
6. Continuous feedback and coaching
7. Employee development and growth
8. Talent succession planning
9. Improved communication and collaboration
10. Employee recognition and motivation

"The implementation of People365 Performance Management solution was executed smoothly and swiftly, and we began using the system ahead of schedule. We already recommended People365 Performance Management to other companies. This successful collaboration demonstrates how the right performance management solution can transform workplace culture and boost employee engagement."

– Roland Richa-Human Resources Director | EXOTICA



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## **LEBANON:**

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