

How Milcobel used  
Synthetron to tap  
into their suppliers'  
expertise looking for  
cost savings &  
efficiency  
improvements





# Stronger Together @ suppliers conference

*With inflation raising the price of raw material rapidly in the spring of 2022, Milcobel, a milk cooperative in Belgium, needed to find ideas to increase efficiency and cut down on costs. They decided to tap into their key suppliers' knowledge and experience to come up with these.*

*Instead of just organizing presentations for their Suppliers' Day, they opted for an interactive conference, using Synthetron to allow suppliers to freely share their ideas and suggestions about innovation and about cost savings.*

Two 45-minute sessions (morning and afternoon) were done in between presentations on innovation and the need for cost savings. Suppliers were given instant feedback on the main points coming out of the Synthetron discussions, which reassured them that Milcobel was listening to them.

The online dialogues provided Milcobel with valuable insights that have helped them to know their suppliers better and to take better decisions to achieve their strategic goals.



These are some of the main questions Milcobel put to their key suppliers

- Which specific innovative developments would you as a supplier like to implement together with Milcobel?
- What would enable you to 'connect to win' with Milcobel, working together with us on how to increase shared value?
- Think with us, We are looking for 10 million. How many opportunities for us to become more cost efficient do you see as a supplier?







**‘I was impressed with the richness of the outcome. The results have really helped us to understand our suppliers better.’**

*Karine De Wachter – Chief  
Procurement Officer - Milcobel*



**Synthetron stakeholder hackathons provide business executives with valuable insights that help them improve the quality of their decisions and lead to better stakeholder engagement.**

They give inside perspective on important questions as:

- What will improve engagement?
- How can we reduce our cost and be more efficient?
- What core values will help us forward and how do we express them in our work?
- What changes are needed to make the company more 'futureproof'?
- What are the actions to implement our strategy?





# About Synthetron

## **Synthetron**

is an online dialogue platform, that places (10 to 1000) participants into overlapping small virtual groups to allow the anonymous sharing and evaluation of ideas in writing. This in just 1 hour. The process involves a real-time moderated conversation.

## **How?**

Participants write their ideas and these are marked by others in terms of level of agreement. Strongly supported ideas move on to be evaluated by more participants.

## **So What?**

The result is qualitative insights on a quantitative scale. You get a picture of where participants agree and disagree, where there are tension areas, statistics about the levels of agreement and a transcript of the discussions that can be analysed further in depth.

## **Who?**

We support consultants and service organisations directly to capture valuable insights to move on. We can provide end-to-end service or help clients to use the platform autonomously.

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