



How Mirro Helped Kooperativa 2.0 Scale Culture and Performance Management

Industry: Advertising Services

Company size: 40

About: Kooperativa 2.0 is a digital marketing agency.

Kooperativa 2.0 is where nearly 40 people come together daily, embodying a spirit of collaboration and creativity, whether in the "offline" or "online" office. Guided by the shared mission of helping brands tell their stories, the team is driven by a workplace culture that inspires joy and genuine connection. The essence of Kooperativa 2.0's culture can be defined by three words: easy-going, youthful, and team-oriented.

The business challenge

During the pandemic, Kooperativa 2.0 experienced rapid growth, nearly doubling in size from 18 to over 35 team members in just a few months. This expansion presented new challenges:

- ✔ Maintaining alignment and connection between team members and the company's goals.
- ✔ Ensuring seamless organization and access to employee-related data.
- ✔ Establishing consistent, transparent performance evaluation and feedback systems to boost efficiency and engagement.
- ✔ Gradually embedding a feedback culture into the organization's day-to-day operations.

In this context, Kooperativa 2.0 needed an HR system to provide centralized data management and support its dynamic and people-centered culture.

After evaluating several options, Kooperativa 2.0 chose Mirro for its exceptional user-friendliness and intuitive design. As Robert-Nicolae Feraru, CEO & Managing Partner, shared, "Mirro is a platform designed not just for us or the HR team, but for the entire organization. It's the kind of platform you genuinely enjoy using, whether at the start or the end of your workday. Highly intuitive, it transforms tasks that could easily feel tedious into something fun and incredibly quick to execute. This is exactly why it fits seamlessly into our organizational culture and was enthusiastically embraced by all our colleagues."

Mirro was first introduced to the team during a teambuilding session, where its ease of use and functionality were immediately evident. With support from leadership, team members quickly began using Mirro for feedback requests and Kudos, marking the start of a more engaged, collaborative workplace.

Over time, Kooperativa 2.0 gradually integrated additional features, such as performance evaluations, objectives, leave management, and remote work requests. The step-by-step implementation, led by department coordinators, ensured a smooth transition and widespread adoption.



Robert-Nicolae Feraru
CEO & Managing Partner

"Although it's an online platform, Mirro has greatly helped us connect with people and get to know them better. The platform's focus on constant feedback and recurring evaluation sessions allows us to gain insights about our colleagues that we might not have discovered otherwise and to shape objectives based on these insights. On a human level, when it comes to how management interacts with the team, this feels like the ultimate benefit."



Mirro
CASE STUDY

From traditional to continuous performance management

Before Mirro, annual evaluations were a cornerstone of Kooperativa 2.0's performance management process, conducted through discussions between team members and management. While effective, the process relied heavily on manual work and informal tracking of objectives.

With Mirro, this process has been completely transformed. Evaluations are now seamlessly managed within the platform, creating a structured yet dynamic process. Post-evaluation discussions still occur face-to-face, but objectives set during these meetings are now measurable and continuously tracked through Mirro. This monitoring enables managers to proactively support team members and maintain alignment between individual goals and organizational objectives.

Driving growth through frequent performance reviews

Before adopting Mirro, performance evaluations were conducted annually, often limiting managers' ability to address evolving development needs. Mirro's intuitive and efficient evaluation process allowed Kooperativa 2.0 to shift to semi-annual performance reviews. This change has helped them stay more connected to the growth of each individual, tailoring evaluations to their needs and performance.

Providing a more frequent cadence for these reviews has fostered a deeper understanding of individual contributions and created more opportunities for feedback and development discussions.

Empowering teams through recognition

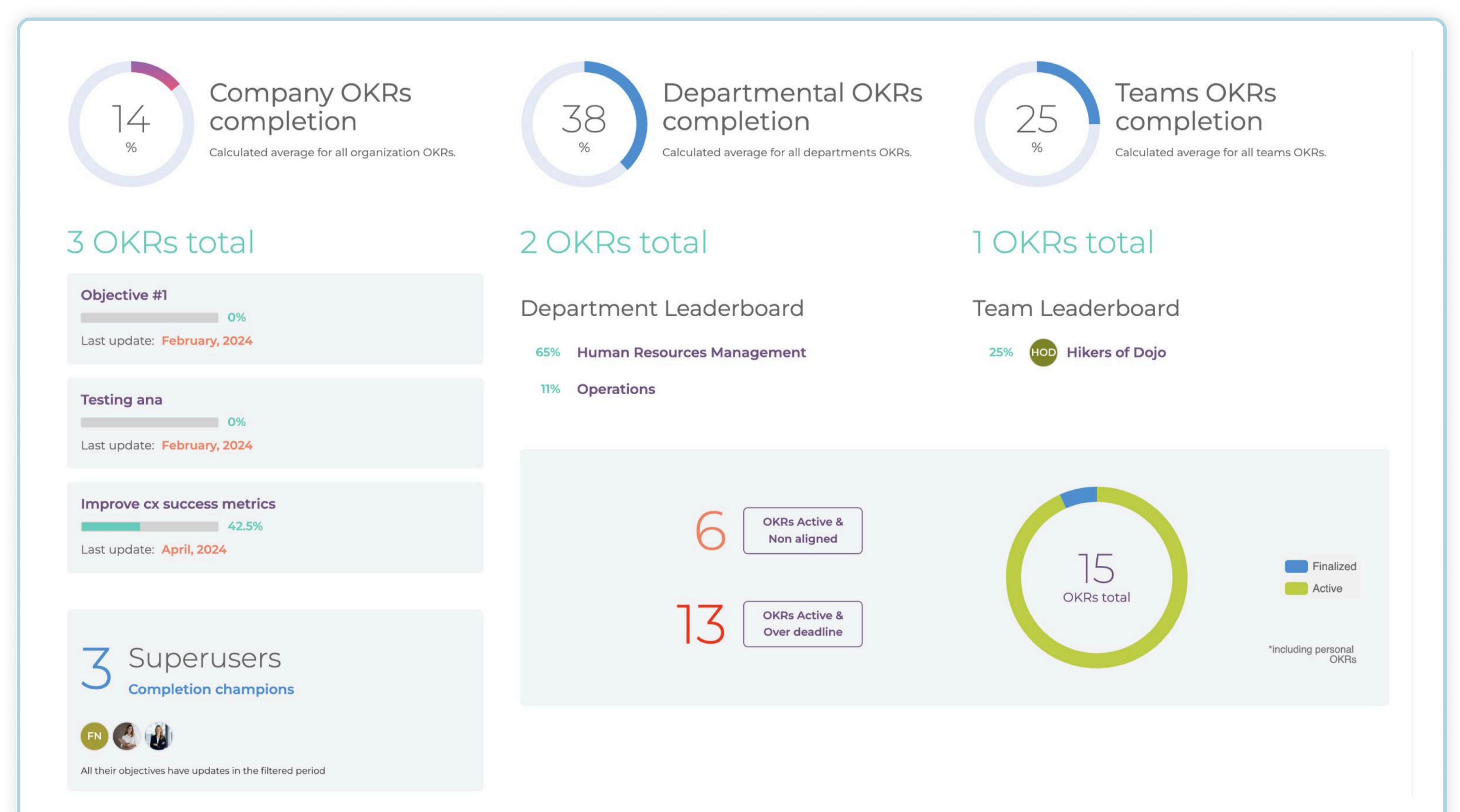
Mirro's Kudos functionality has been a game-changer, encouraging positive reinforcement and recognition across the team. What began as a platform feature has now expanded into a mindset shift, promoting both constructive and appreciative feedback in daily interactions.

Previously, time constraints often led to missed opportunities for recognition. With Mirro, the simplicity and visibility of the Kudos feature ensure that recognition becomes a regular, celebrated part of Kooperativa 2.0's culture.

Unlocking potential with OKRs

The introduction of OKRs through Mirro has clarified the team's workload management. With time allocation playing a pivotal role in service quality and cost strategy, having accurate and transparent insights into individual and team objectives has been invaluable.

OKRs have also been implemented individually, focusing on developing new skills and knowledge and driving personal and professional growth.



Strengthening company culture

Mirro has been instrumental in strengthening interdepartmental workflows and individual development. Our tool has helped Kooperativa 2.0 reduce operational friction, enabling the team to focus on what truly matters: building stronger connections and fostering a vibrant, collaborative culture.

Gen Z team members were the first to embrace Mirro's functionality. Still, its benefits quickly resonated across all generations, creating a shared way of working that has enhanced the team dynamics.

Measurable results



- ✔ A strong annual retention rate of approximately 80%; on average, people stay with the company for 3.2 years, reflecting high satisfaction and alignment with their values;
- ✔ Nearly 200 pieces of feedback were exchanged within the team, fostering a culture of continuous improvement;
- ✔ Attention to detail and a mindset of constant improvement are the most celebrated skills within Kooperativa 2.0;
- ✔ Coordinators now better understand their team members' objectives and motivations, ensuring personalized support and alignment.



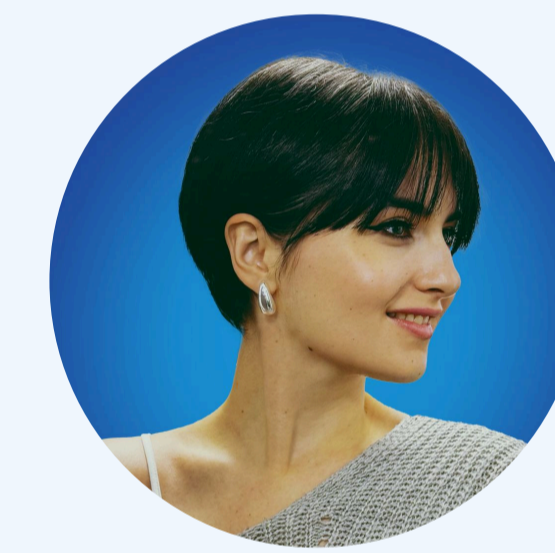
Ina Gețu
HR Manager

"For me, Mirro is the perfect solution for simplifying employee management. It helps me create documents (contracts, addendums, certificates, etc.), saving time and reducing errors. A major advantage is the digital file for each employee, which includes all important information, from hiring documents to performance evaluations, leave records, and more. Additionally, colleagues can set their leave directly in the platform, which helps reduce administrative tasks. I believe it is an excellent tool for any team aiming to streamline HR processes."



Alina Munteanu
Social Media Specialist

"Based on my experience, Mirro is a highly useful platform. What I appreciate most is that it enables us to give feedback to one another, which greatly strengthens the team and enhances collaboration. Additionally, centralizing leave days and vacation requests helps us stay more organized. The shared calendar, which provides an overview of the entire team, adds further clarity and makes management even easier."



Ana Neamțu
Design Coordinator

"Mirro has greatly improved the way we work in our department. Leave requests are now much simpler and faster, and the goal-tracking functionality helps us stay more organized. Additionally, it encourages us to recognize and appreciate our colleagues' achievements, which contributes to a positive and motivating work environment."

What's next for Kooperativa 2.0

Looking ahead, Kooperativa 2.0's focus is on sustaining growth—both in team size, which has been steadily increasing since 2017, and in the quality of the workplace. In 2024, they began international expansion, and with Mirro as a reliable partner, the team is confident in seamlessly integrating their values and work culture into new branches.

About Mirro

Mirro's all-in-one performance management platform optimizes employee and business performance while streamlining HR operations. With a commitment to empowering businesses of all sizes, Mirro is a cutting-edge HR platform that combines advanced technology with intuitive design, catering to the diverse needs of modern workplaces.

Mirro serves customers worldwide, including E Co., Adore Me, eMAG, McDonald's, Public Inc., Hochland, Hyperfy, and Lactalis.

The HRIS platform integrates into a single solution performance management, company culture, feedback, recognition, people analytics, and workplace community features. This innovative approach accelerates business outcomes, making Mirro the go-to solution for businesses aiming to prioritize their people and achieve exceptional results.

You can learn more about how Mirro gets your teams thriving at www.mirro.io