



CASE STUDY

How Lowe Group Romania Built a Unified People Experience With Mirro

Industry: **Advertising Services**

Company size: **150**

LOWE GROUP
ROMANIA

Lowe Group Romania is an integrated communication group built around creativity, collaboration, and a dynamic people-driven culture. The way teams work is shaped by three core principles: creativity, autonomy, and responsibility. Creativity drives the agency's thinking and solutions. Autonomy comes from the integrated way teams collaborate across disciplines. And responsibility is what helps the group consistently deliver work at the pace and standards clients expect.



What convinced us was that Mirro could cover multiple types of processes coherently, without fragmenting the employee experience across several systems. At the same time, we were drawn to how the platform supports transparency and access to information for both employees and managers.

Oana Olteanu, HR Director



The business challenge

As Lowe Group Romania grew and collaboration across the group became more frequent, processes and information started to spread across multiple places. HR admin tasks required manual intervention and back-and-forth between departments, increasing the risk of errors and consuming time. There was no unified view of employee data: team structures, availability, and performance metrics were spread across different systems and formats.

The team needed a platform that could bring it all together and grow with the company. That meant not picking a point solution for HR admin alone, but choosing one that could also support more complex processes, such as performance management. They also needed a platform that could offer more consistency, alignment, and clarity over processes.



The solution: Mirro

Lowe Group Romania onboarded Mirro in April 2024, with the platform configured end-to-end across all the processes the agency needed. From there, the team rolled out features in stages, starting where adoption would be easiest and the perceived value most immediate.

Stage 1

HR admin and time off

The first stage focused on the processes everyone uses: HR administration and time off. The benefit was visible immediately. Time-off requests no longer require email threads or side conversations. Everything moved into the platform, with clear visibility over remaining days and team planning. Managers could approve requests in just a few clicks, without chasing information across multiple sources. **The HR team significantly reduced manual interventions and time spent on day-to-day operations.**

Stage 2

Documents, contracts, and electronic signature

With the administrative foundation in place, Lowe Group extended Mirro to contracts and onboarding documents, fully replacing paper with electronic signatures. The hiring process became dramatically faster: documents could be prepared and signed in a fraction of time, regardless of people's location. Now, all documents live in one place. **For HR, the impact showed up as efficiency, control, and a much lower risk of errors or delays.**

When information is centralized, processes are more predictable and easier to manage. The main benefit is clarity and fast access to information. Employees no longer have to search for documents across multiple locations or rely on requests to HR. For the organization, centralization reduces fragmentation and the risk of inconsistent information across different sources.

Oana Olteanu, HR Director



Stage 3

Performance management

The most ambitious stage was adopting the performance management feature. Lowe Group Romania has a structured framework with role-specific evaluation criteria across multiple disciplines. The challenge wasn't just digitizing the process, but also making it coherent and easy to use for everyone involved. They achieved that with Mirro.

Stage 4

Integrations and Mirro as the employee gateway

Lowe Group is now investing in a custom integration that uses Mirro's API to connect the platform to the agency's internal project management application, automatically passing time-off and availability data into the systems where it's needed for project planning.

The business outcome

Lowe Group Romania runs on speed, complexity, and constant collaboration across disciplines, exactly the kind of environment that punishes fragmented processes. In just over a year of using Mirro, the agency has moved its end-to-end people operations into the platform. The business impact shows up in four distinct areas.

1. A complex performance process, structured for clarity

Lowe Group's performance framework reflects the agency's diversity: different roles, different evaluation criteria, and around 40 forms and matrices.

The performance framework combines soft and hard competencies, blending rating-based evaluation with qualitative input. The Mirro team mapped that complex process step by step alongside Lowe Group's HR team, preserving the specificity of each role while bringing consistency and clarity to the overall experience.

Now, the team has a coherent space to evaluate performance and track progress over time, with criteria that genuinely fit the role rather than flattening it.

2. Mirro as the gateway for every employee in the organization

Lowe Group made a deliberate architectural decision: Mirro is the starting point for every employee's data inside the organization. The profile is created in Mirro at the very beginning of the hiring process and flows into Active Directory and the rest of the ecosystem, including Microsoft 365, the project management application, and a future ERP.

That gives the agency a single, clear point of entry for people data and keeps information aligned across systems instead of drifting between sources.

Mirro is now fully integrated into our day-to-day operations. For the HR team, this means spending less time on administrative tasks and focusing more on initiatives related to development, culture, and business support. For managers and teams, the benefit is that they can focus more on projects, collaboration, and delivery without being constantly interrupted by administrative processes.

Oana Olteanu, HR Director

3. Less manual coordination, fewer errors, more aligned data

The first measurable effect of Lowe Group's integration strategy is already visible in how the organization handles change. When employee-related changes occur, updates no longer need to be coordinated across multiple systems.

That single change has reduced the risk of errors in some of the most sensitive areas of people operations, removed the intermediate steps that used to slow every people-related decision, and built a more coherent data foundation for the future.

Next steps

What's next for Lowe Group Romania is to go deeper on what Mirro already enables: lighter, more frequent check-ins to complement the annual evaluation cycle, deeper integrations across Microsoft 365 and the future ERP, and a new kind of salary transparency that goes beyond numbers to show how each role, expectation, and growth direction connects to the organization's framework. Mirro has grown with the agency, and it will continue to evolve alongside its priorities.

4. Operational drag down, real-impact work up

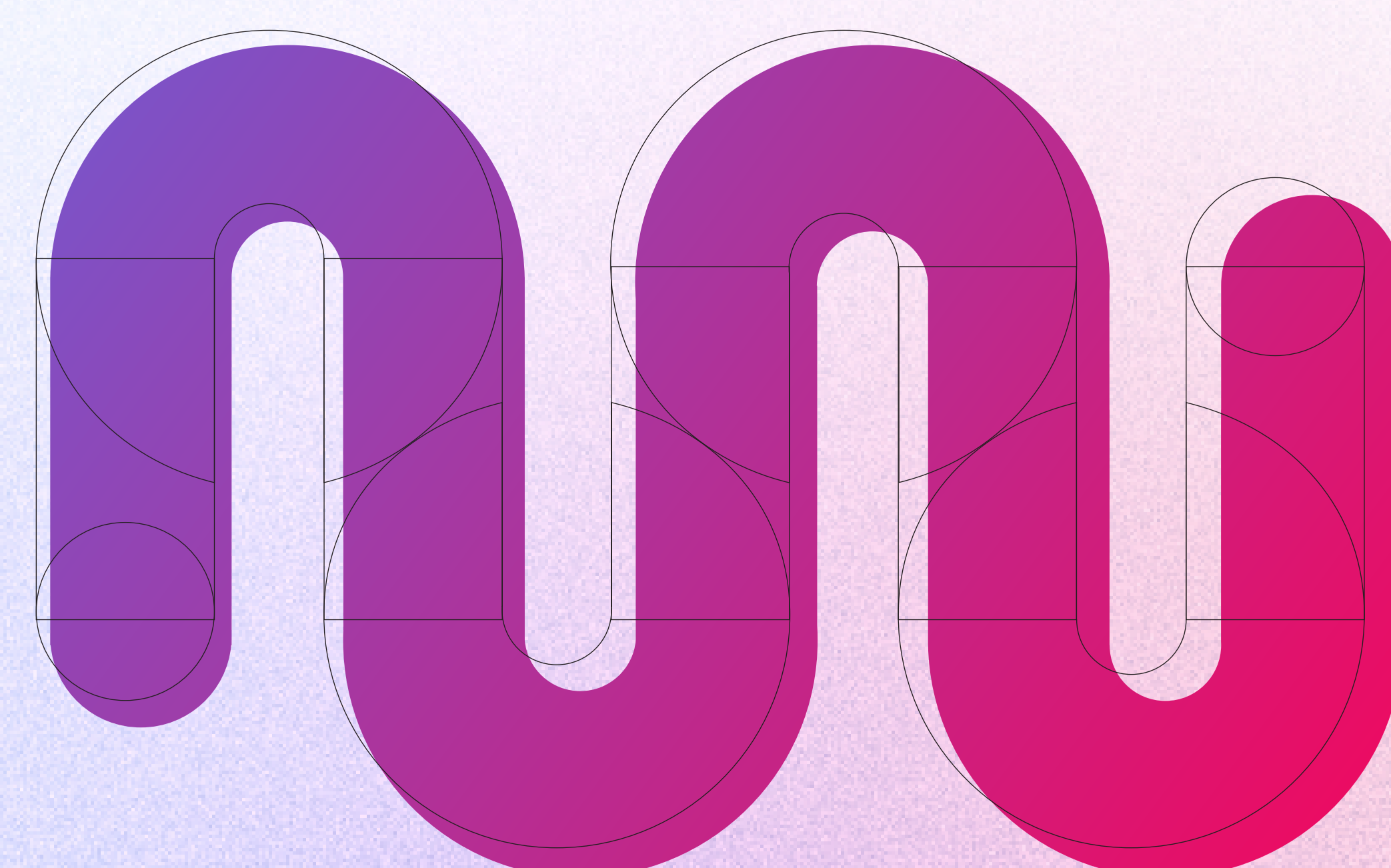
Lowe Group's mission is to free its people from operational activities so they can focus on work that has a real impact. Mirro plugs directly into that mission.

- For managers, it means more clarity and visibility over the processes they oversee;
- For HR, that has translated into shifting hours away from operations and toward development, culture, and business support;
- For employees, the difference stemmed from easier access to information and simpler interactions with internal processes.



Mirro is the infrastructure that brings clarity to organizations, aligning teams with business objectives and supporting people and company performance. The platform drives coherent strategy execution, providing visibility into goals, performance, and progress, with direct impact on how people collaborate and deliver results.

Mirro is used by companies around the world, including McDonald's, eMAG, ProCredit Romania, Hochland, Hyperfy, Lactalis, Kinderpedia, Sameday, and Adore Me.



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