



Creating a first point of entrance for all employees

LumApps brought targeting and personalized content to 630 employees spread over 11 locations, as well as a more fresh, modern look and feel.



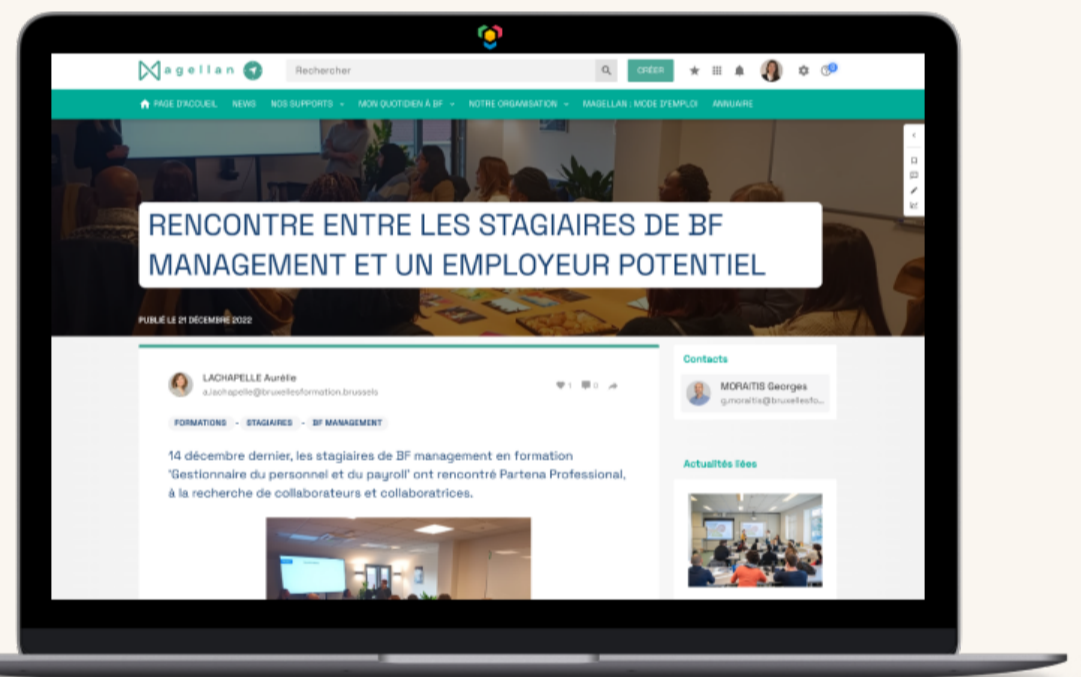
630
Employees

11
locations

About Bruxelles Formation

Bruxelles Formation is the public French-language professional training service in Brussels. Its role is to enable job seekers and workers to become qualified, improve their skills or change their profession.

Bruxelles Formation is part of a process of continuous improvement and user satisfaction, thanks to a team of 630 employees spread over 11 training centers, 1 Cité des métiers dedicated to counseling, information and guidance, and support services for training center activities.



The Challenge

One of their main challenges was to increase communication of the strategic vision and decisions as well as consultation monitoring indicators. They also identified a lack of connection with the field.

Prior to the new intranet deployment project, Bruxelles Formation had a complex content management system in place, which brought them to look into simplifying it in order to ensure a more seamless experience.

Furthermore, the organization was already going through several changes, notably with the introduction of new Microsoft tools.

Why Bruxelles Formation chose LumApps

✓ Targeted knowledge sharing

LumApps was the chosen tool. This multifaceted solution enables transversal communication, allows knowledge sharing and reduces non-targeted information. The solution personalizes the employee experience, provides access to track analytics and ensures the right information reaches the right audience at the right time.

✓ Brand visual identity

As Bruxelles Formation previously had an intranet, it was important to make a clear distinction between the 'old' and 'new' intranet to avoid confusion and emphasize LumApps added value. Although they chose to keep the same name, they stressed the need for a complete revamp by establishing a new branding and unique visual identity.

The Solution

They envision their Intranet, called Magellan, as a space for meeting and sharing all Bruxelles Formation news, themes, projects and training....The intranet is set to become 'the first point of entrance' for all employees, an integral part of their day-to-day. The portal from which they can access all relevant information as well as the entire catalog of tools from the company's ecosystem.

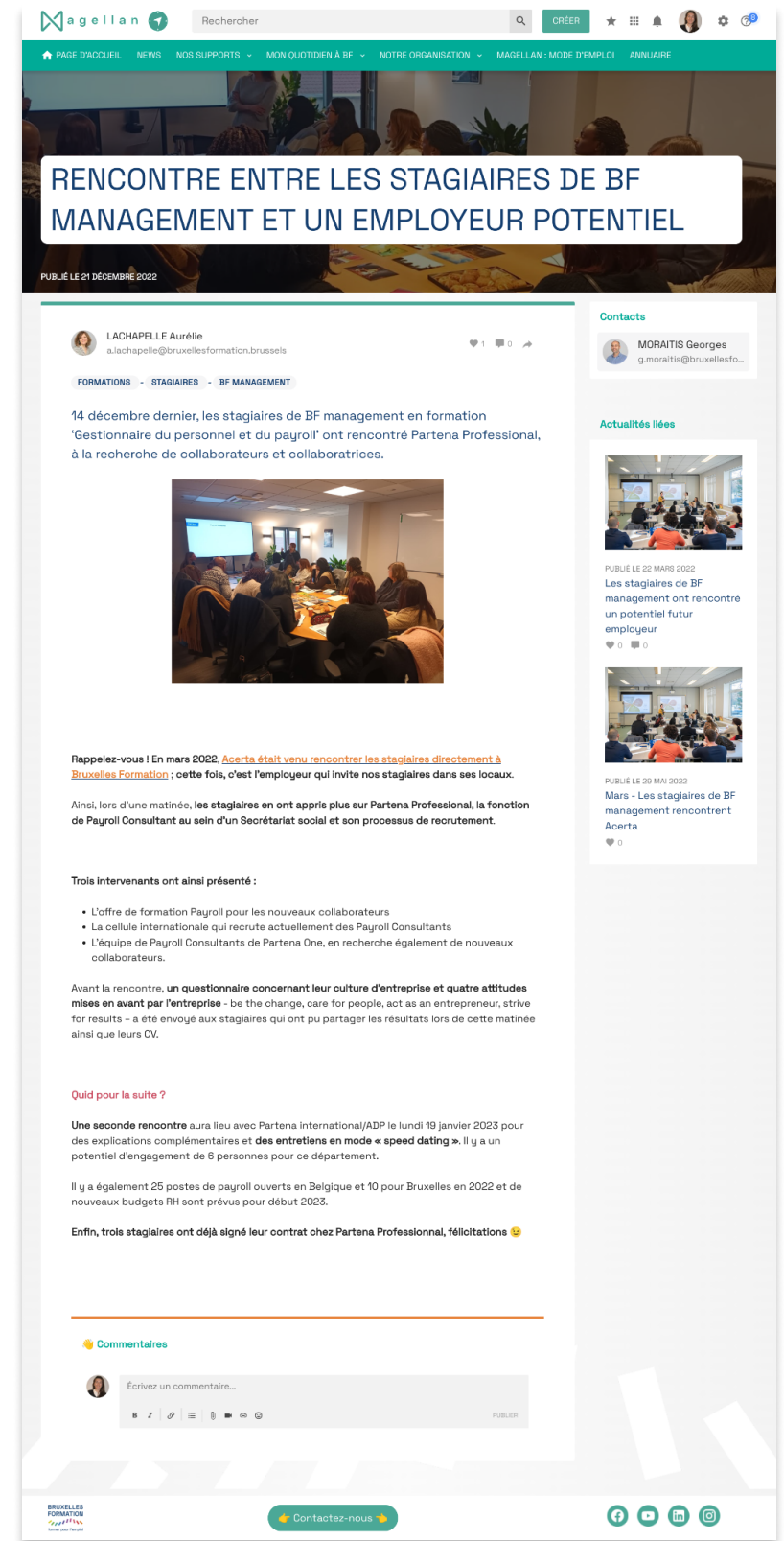
The main purpose of the intranet is to manage the flow of internal information in order to improve the connection between users and to strengthen the sense of belonging.

The Result

There has been great feedback since the launch of Magellan in June 2022. Although the platform is relatively new, they have already achieved some great milestones which were supported by a strong communication plan and newsletters, notably a real improvement in terms of reach, and interaction. The new site has over 83.2% active users. The main recurring positive comments were in reference to the ability to personalize and target content to a specific audience, as well as a more fresh, modern look and feel.

A remarkable result was the top two publications: "The staff party Photos" which had over 438 visitors and 1057 views and the "20th edition of Interns day" with over 618 views and 258 visitors. This highlights that social events news are topics that generate more interest and reach.

83.2%
active users



It has successfully enabled us to connect on a higher level. We used to have difficulties getting people to engage with the old intranet and use it as a main page. The main challenge was to establish Magellan as an integral part of the employee's day to day.

Aurélie Lachapelle
Internal Communications Officer at Bruxelles Formation



The analytics have considerably increased compared to the old intranet. We have received great feedback in terms of Design and layout. People found it more engaging and liked the more modern look and feel of the site.

Aurélie Lachapelle
Internal Communications Officer at Bruxelles Formation



LumApps helps companies in all industries improve communications, employee engagement, knowledge management, and much more.

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