

GCP

Established in 1928, Genuine Parts Company is a leading global service provider of automotive and industrial replacement parts and value-added solutions. Their Automotive Parts Group operates across the U.S., Canada, Mexico, Australasia, France, the U.K., Ireland, Germany, Poland, the Netherlands, Belgium, Spain and Portugal. At the same time, their Industrial Parts Group serves customers in the U.S., Canada, Mexico, and Australasia. They keep the world moving with a vast network of over 17,000 locations spanning 17 countries supported by more than 60,000 teammates.



LumApps provides GPC with a solid foundation to scale operations globally. Plans are already in motion to expand GPC Connect to Europe and Asia-Pacific regions, ensuring future growth and continued success. GPC's adoption of LumApps has streamlined its operations and enriched its corporate culture by empowering employees and promoting collaboration. GPC Connect isn't just an intranet—it's a living, breathing platform that brings a vast global team together.

The Challenge

Genuine Parts Company (GPC) has been a global leader in automotive and industrial replacement parts for nearly a century. However, their internal communication infrastructure didn't reflect their operational scale. Without a unified communication process or a centralized platform, the company faced some challenges, including:

- Lack of alignment on global processes and communication channels.
- Difficulty disseminating critical messages or strategic initiatives effectively.
- Limited opportunities to engage with teammates and celebrate their accomplishments.

The absence of a «single source of truth» made it difficult to connect their global workforce, hindering both collaboration and organizational alignment.



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Employees now have access to all the information and tools that they need in one place. We're able to seamlessly integrate with Microsoft, Workday, and SAP Concur so that our employees can get what they need and go on about their day.

Katie Hardy
Director Communications at GPC

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As the next year and beyond rolls out, we're also going to be moving into Europe and then Asia Pacific. So we've got big plans over the next few years and we're looking forward to working with LumApps on that.

Chris Kopp
Director Digital Communications, GPC

The Solution

To address these challenges, GPC undertook extensive research to identify the best intranet platform to meet their needs—and found the perfect match with LumApps. The result was GPC Connect, a dynamic and innovative intranet platform intentionally designed to:

- Connect employees across 17,000+ locations globally.
- Build a sense of community by sharing stories, recognizing achievements, and facilitating collaboration.
- Celebrate their team members by highlighting accomplishments and fostering engagement.

GPC Connect was launched in January 2023, bringing all employees together under one unified platform. The LumApps-powered intranet features seamless integrations with Microsoft, Workday, and SAP Concur, making essential resources and tools easily accessible in one place.

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In January of 2023, we were able to bring all of our global employees together under one roof on GPC Connect with LumApps. We're now able to share the messages from our executive leadership team with our teammates around the globe in a way we've never been able to do before.

Heather Ross
VP Strategic Communications, GPC

Key Achievements:

The implementation of GPC Connect has transformed how Genuine Parts Company collaborates and communicates across its global workforce. Key outcomes include:

1. Streamlined Communication

Leadership can now share critical updates, strategic initiatives, and company values in one centralized location, ensuring employees globally remain informed and aligned. Feedback has been overwhelmingly positive, with employees appreciating the clarity and consistency of communication.

2. Enhanced Employee Engagement

GPC Connect has become a hub for celebrating milestones and recognizing accomplishments. From storytelling to acknowledgment of significant contributions, the platform fosters a sense of belonging and camaraderie across the organization.

3. Improved Access to Information

> Employees now benefit from top-notch features like: Instant searchability of crucial content.
> Accessibility features, including built-in translations and mobile responsiveness, cater to the diverse needs of their workforce across regions.

4. Data-Driven Content Management

With tools like «top search results not found,» the platform identifies gaps in available content, enabling GPC to proactively adjust and improve.

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

[Contact us](#) to find out more!