

# Onelmerys: An Award-Winning Digital Workplace



## About Imerys

Imerys is the world's leading supplier of mineral-based specialty solutions for industry with €4.4 billion in revenue, 16,300 employees and 250 locations (mines, quarries, technology centers, processing plants, offices) in 2019. Imerys delivers high value-added, functional solutions to a great number of sectors, from processing industries to consumer goods.

**HQ: Paris**

**Mining**

**16,300 employees**

**250 locations**

“

Whilst Imerys was moving from a decentralized to a more centralized organization, having a single digital communications tool was paramount to ensure our transformation's success. Two years on, our Onelmerys intranet has proven to be a solid, reliable, trustworthy and useful platform for our employees on a day-to-day basis. It has also enabled us to be timely, engaging and creative in our employee communication.

Philippa McLean  
Employee Communications Director

## Key Use Cases

### > A progressive roll-out

Imerys aimed to build a Minimum Viable Product to develop and launch its platform in a relatively short period of time with sufficient features to satisfy early adopters and sufficiently solid foundations to continue building on. In five months, Onelmerys was launched. Since then, the platform has evolved, with the addition of new features and content.

### > A tool to support change management

In three years, Imerys CEO changed three times and underwent a global transformation totally restructuring its organization. Onelmerys has been a key element in supporting these many changes. It is the go-to place for the CEO to express himself and get employee feedback. Upon joining, Imerys' new CEO, A. Dazza, has received over 70 questions from employees via the platform and his videos have been seen over 7,600 times.

## Key results

**10 000**  
Connected people  
have access to  
LumApps

**95%**  
Are active  
users

**7 min**  
Average  
connection  
time

The newsfeed has enabled Imerys to publish timely and relevant news and to target them to the relevant audiences worldwide, which is very important to improve engagement.

- Push notification to relevant audiences have contributed to an increase of readership
- The full integration with the monthly newsletter has also increased adoption

In two years, Imerys has also seen an organic increase of communities. These communities have enabled Group Functions and Business Areas to have their dedicated spaces to discuss, share best practices, engage with one another:

## Imerys' Needs for Digital Transformation

In 2018, Imerys started a global digital transformation. Prior to 2018, Imerys' previous intranet was top-down and static using legacy software. Information was hard to find and collaboration impossible. With the migration from Lotus Notes and Microsoft Office to the G Suite, Imerys looked for a tool able to reflect and support this transformation.

The goal was to design an online environment that:

- Complemented Imerys' newly launched digital ecosystem
- Brought all relevant information together in one place
- Encouraged people to collaborate

As the Group then embarked upon a global transformation of its business, it became critical to centrally communicate and connect all Imerys online workforce.

## Imerys and LumApps

Imerys and LumApps worked together to create a single digital workplace. This is how Onelmerys was born in just under six months. This platform is the only intranet for all connected employees around the world. Fully integrated with the G Suite used by Imerys, the platform simplifies access to all Group-wide content and news, social discussions and business communities. This global and unique place for employees is the go-to source for timely information and news.

In a fast-paced environment and as the company was transforming itself, Imerys needed a flexible tool, which would enable them to adapt the functions and businesses sections to mirror its new organizational set-up and create a dedicated section for all transformation news.

Onelmerys has successfully succeeded in enabling both vertical- top-down communication and bottom-up feedback - as well as horizontal exchanges.

Two years after its launch, Onelmerys won an award at the IntraNET Reloaded event. This award recognizes the central role of the intranet in the company's digital transformation.

### > Recognition

The global Life@Imerys community enables leaders to recognize some of their employees online and for employees worldwide to share some of their events and communicate with one another in a more casual way. LumApps communities give a voice to employees, with the ability to like, comment, and ask questions directly on posts.

### > Personalised content

LumApps enables Imerys to personalise its communication for each employee. With 250 sites based in more than 50 countries, targeted functionality is key. Employees have access to relevant, personalized and multilingual content according to their profile and location. Personalized content is based on a tag management system sourced from Workday and Google Group.

**+850**  
Pieces of new content  
have been published  
(articles, pages &  
alerts)

**+6700**  
New reactions  
(likes & comments)

**+1800**  
Posts have been  
created in

**+100**  
Communities for  
two years

This year, Imerys is launching the Onelmerys App to all employees to further increase adoption and start connecting the deskless workers - Onelmerys is still growing and has many great opportunities ahead!

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

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