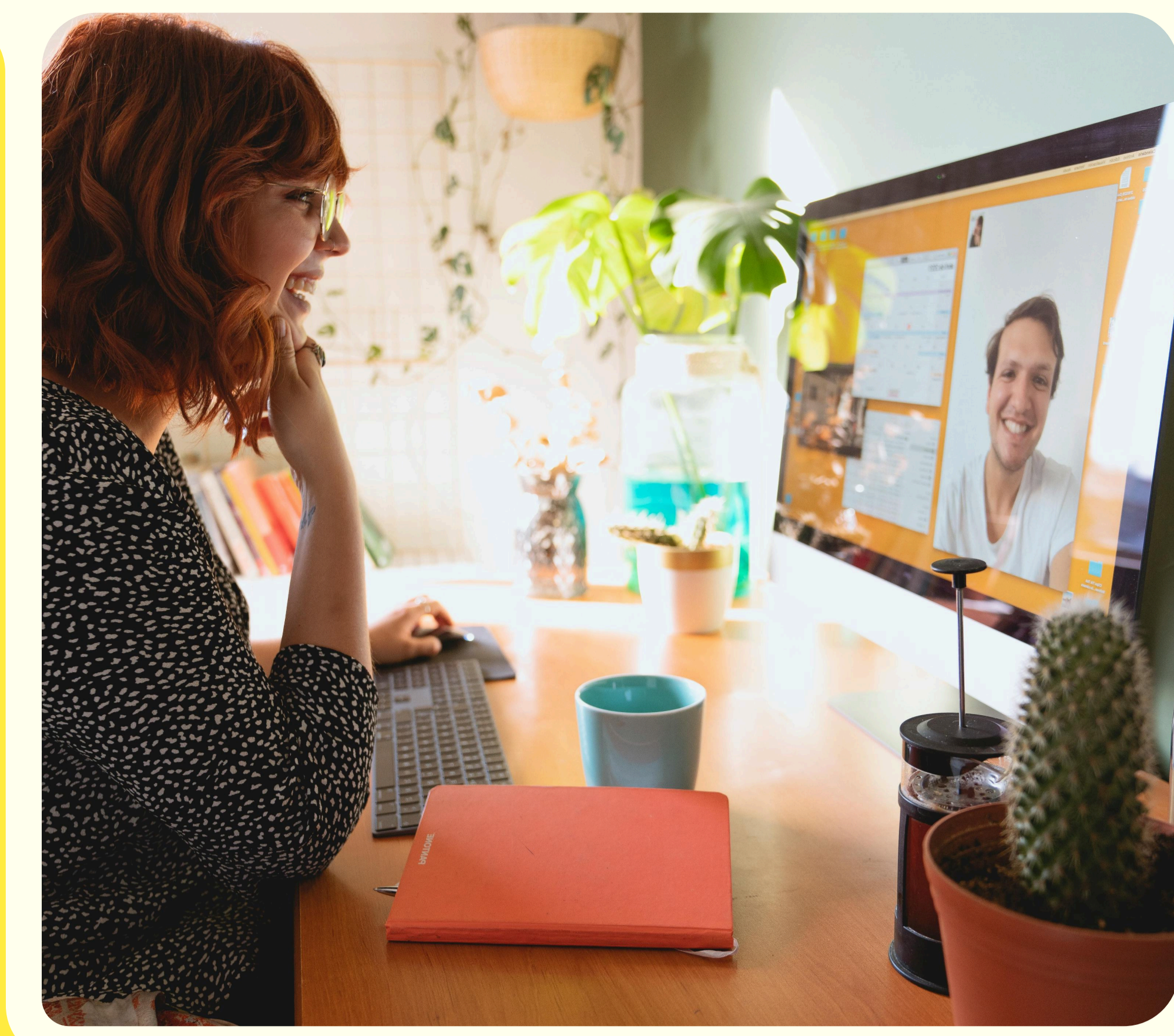


IntouchCX: Transforming Employee Engagement and Communication with CoHub



About IntouchCX

IntouchCX is a global leader in customer experience management, digital engagement, technology, and AI and automation solutions. With headquarters in Winnipeg, Canada, and a global footprint consisting of 14 countries, IntouchCX employs more than 35,000 employees around the world. They excel in transforming customer experiences by seamlessly aligning people, processes, and technology throughout the customer journey.



Key Achievements:

- > **Highest Traffic:** The rebrand page recorded the second-highest number of visitors ever.
- > **Effective Communication:** Leadership videos and FAQs on CoHub provided clarity and transparency.
- > **Employee Engagement:** Averaging more than 6,500 monthly page views over the past two and a half years, leaders from our 14 countries are consistently engaged with CoHub, staying updated with company news and activities.

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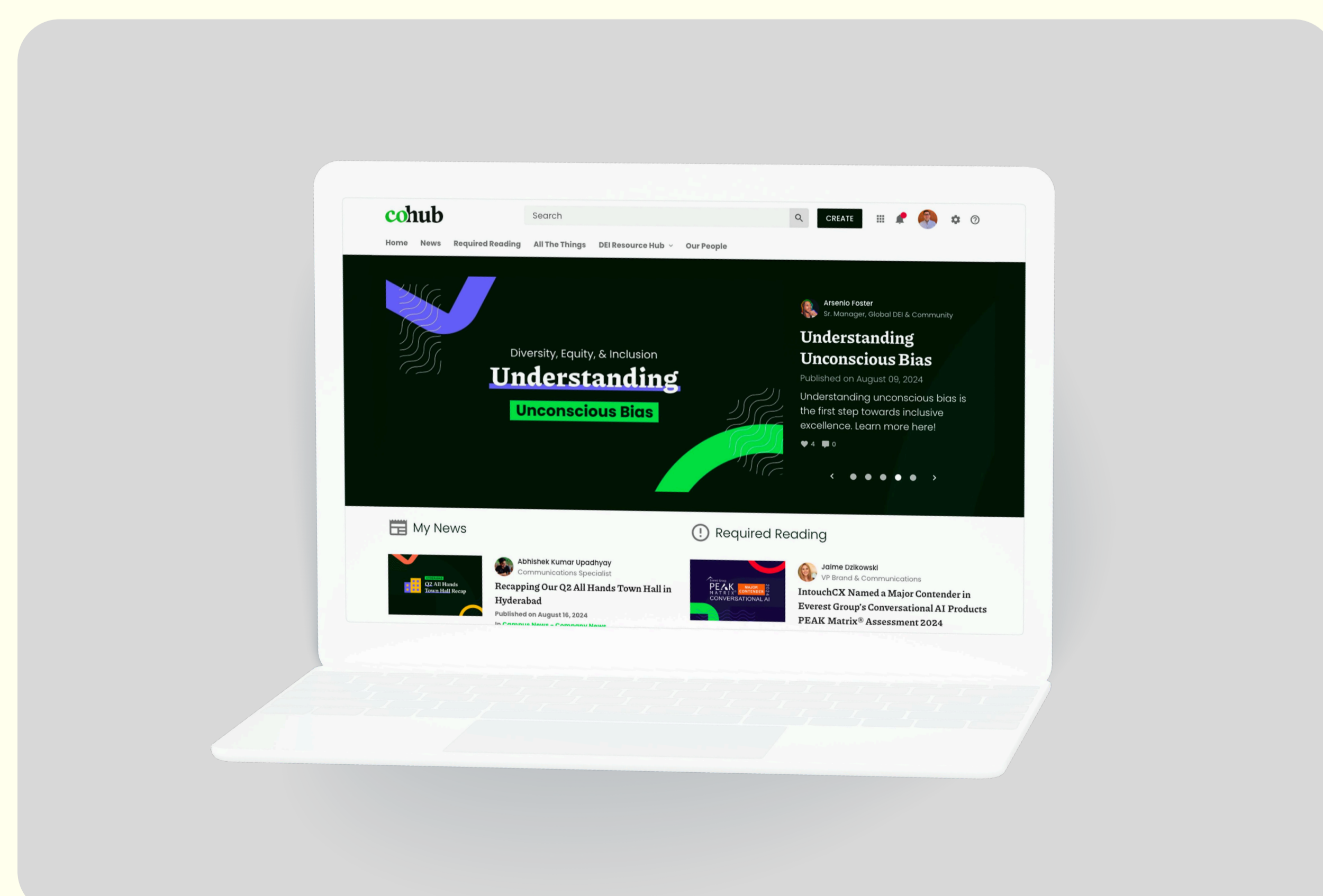
CoHub was an integral part of our strategy to present crucial information during our rebrand. The dedicated rebrand page garnered extremely high traffic and views, becoming a vital hub of information for the new brand. Employees were able to find the information they needed as they navigated the new world of IntouchCX.

Jaime Dzikowski
Global Brand & Communications

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We're very satisfied with LumApps. It's a tool we update frequently to display the latest need-to-know information for our people, whether it be articles, pages, or videos. It's been a great resource for our employees to access all the information they need to know.

Elga Magliocchi
Communications Manager,
IntouchCX.



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

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

The Challenge

In 2018, IntouchCX realized they needed a more robust centralized platform for internal communications that could integrate effortlessly with Google Workspace, provide flexibility in design, and offer a user-friendly interface. The goal was clear: foster a more connected and informed workforce across their rapidly growing global operations.

The Solution

After evaluating various options, IntouchCX chose LumApps for its comprehensive features and customization capabilities. They launched their intranet platform, CoHub, to serve as the central hub for employee engagement and information sharing. CoHub quickly became the go-to place for:

- > **Leadership communications**
- > **Company news and updates**
- > **Targeted newsletters and broadcasts based on location**
- > **Employee engagement activities and success stories**

IntouchCX also faced a major milestone in 2023 with a comprehensive rebrand. They needed to communicate the new name, logo, and brand standards effectively across their global workforce. CoHub played a crucial role in this transition. They built a dedicated page containing all necessary rebrand information, including new email signatures, out-of-office templates, FAQs, and leadership videos explaining the rebrand's rationale and process.

IntouchCX's experience with LumApps has been very positive. The platform has become an indispensable resource for internal communication. Here's what IntouchCX had to say about their experience: