



# Kaufman & Broad: celebrating individual and collective successes with LumApps



After a global reflection in 2021, Kaufman & Broad wanted to focus on internal communication and, above all, employee engagement, by offering them an enriched experience on a personalized platform. By choosing LumApps, the group was able to increase exchanges, enable employees to work together despite the distance, and highlight individual and collective successes on a daily basis.

800 employees

22 agencies in France

## About Kaufman & Broad

Kaufman & Broad, a leading real estate developer based in France, has been present throughout the country for over 50 years. Kaufman & Broad offers a unique experience in neighborhoods, residential, retail outlets, and office buildings built all across France by combining innovation and the sustainable development of towns and housing.

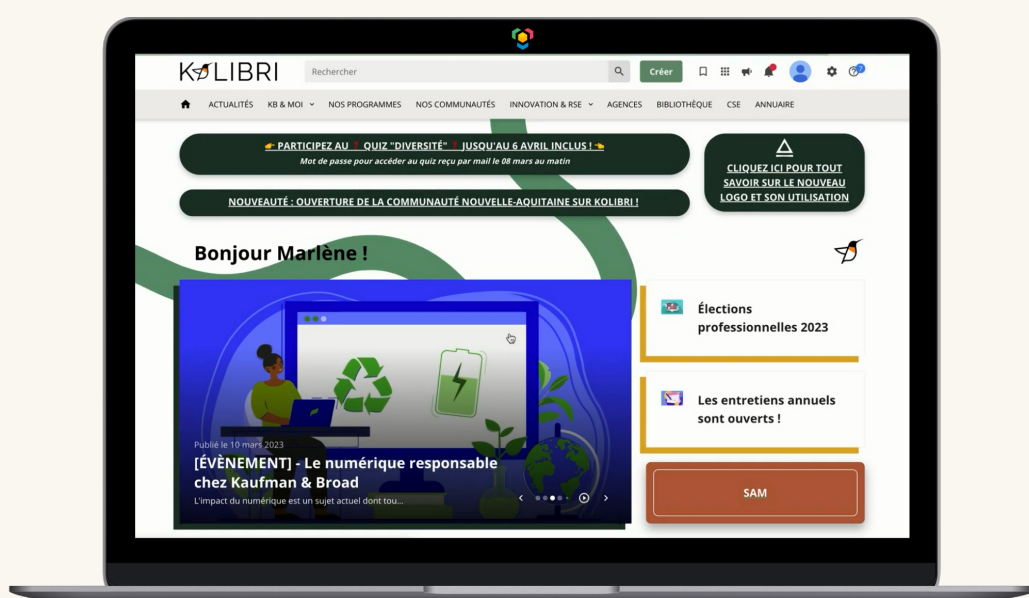
The group's activities are based on meaningful principles. Kaufman & Broad is a responsible actor towards cities and residents, that remains agile to evolve in ever-changing markets while maintaining a long-term vision. Their vocation is to contribute to building a healthier, more resilient and inclusive city, because "Building is acting: for Cities, for People, for the Planet".

## The challenge

At the end of 2021, a transformation project was launched at Kaufman & Broad following a company-wide reflection process. On the one hand, internal communication was mainly top-down, limited to simple news items. On the other hand, the old tool was technically outdated and limited in its functionalities, notably in terms of layout, ergonomics and intuitiveness.

The need to set up a Digital Workplace within the group was then identified, for several key reasons:

- ✓ **Connect** employees nationwide, as soon as they arrive
- ✓ **Enrich** human relations and facilitate exchanges
- ✓ **Collaborate** despite distance
- ✓ **Share** information from different teams in a modern, less formal way, share highlights and collective successes
- ✓ **Save** time at every level



## Why LumApps

## Key numbers

Over the first half of 2023

100%  
adoption rate

435,000+  
pageviews

24  
active  
communities

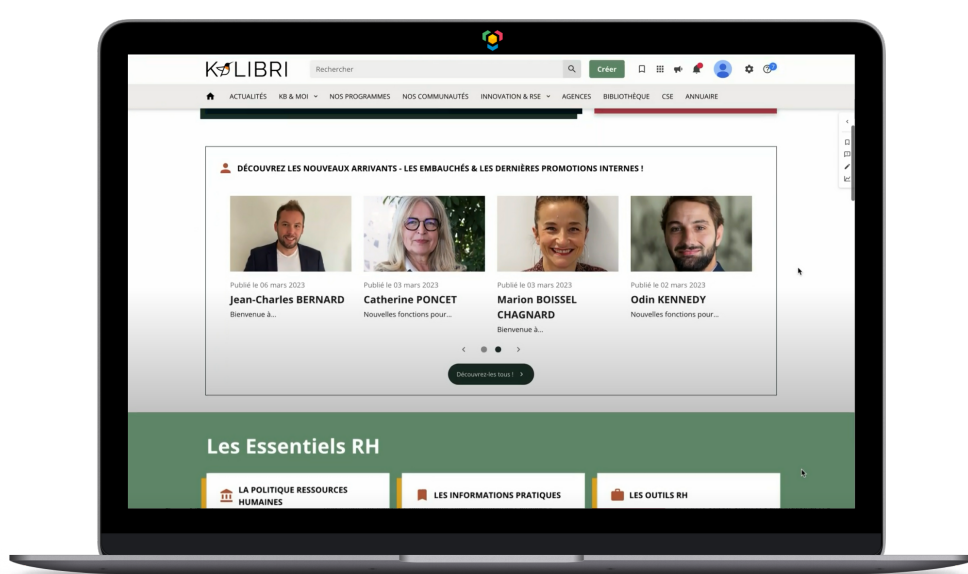
530+  
published  
posts

6,300+  
interactions  
on posts

Kaufman & Broad wanted a quick and easy solution. LumApps appeared to be the right solution to link the two. Thanks to LumApps, the group has been able to offer its employees a "company storefront" tool, a unique place where everyone, on a daily basis, can find all the information useful to their activity in a more dynamic way, and where key moments are celebrated instantly with all employees.

The ability to create communities to foster engagement was also one of the key points in the choice of the solution. With LumApps, the group was able to connect their new intranet to their existing Sharepoint install, where all documents are stored. This integration helped streamline their workflow for greater accessibility and to make the new platform the one and only point of entry.

Moreover, The implementation of Kolibri has been a real boost to the modernization of internal communications, bringing a younger, more informal tone.



Thanks to LumApps, we can offer our employees a lively and enriching platform to share company information and celebrate individual and collective successes.

Fabrice Gitton  
Internal Communications and Employer Brand Manager,  
Kaufman & Broad

## Key use cases

### ✓ Communities help create project synergy

At Kaufman & Broad, it sometimes takes several years to finalize a real estate project. Throughout the project, team members can use the communities to communicate on multiple aspects, making both successes and difficulties visible and facilitating exchanges between employees. This is how an employee based in Strasbourg was able to share a post to ask for help on a project from her business community, and that an employee based near Paris was able to bring her the key element that unlocked the situation.

### ✓ Facilitation of HR processes

Kolibri is essential for the HR team as well since they have been able to take advantage of the tool to create targeted, timely campaigns, such as during annual interviews or professional elections. LumApps now plays a central role in HR processes, since a large number of documents are available directly on the platform.

### ✓ Personalized onboarding

Everything has been set up to facilitate and improve the integration of new employees thanks to LumApps Journeys. Personalized onboarding courses will very soon be implemented to support and integrate them as well as possible, depending on their position: head office course, manager course, etc. The objective is to engage new recruits and create a uniform onboarding process, despite the distance. Plus, this feature allows HR teams to save time spent onboarding individual employees, while also ensuring a consistent onboarding experience for all newcomers. For several months now, new employees have also been promoted on the platform by publishing an introductory article as soon as they arrive.

### ✓ Centralization of access

Kolibri plays a central role in facilitating the daily life of all employees: the various business tools can be accessed in a few clicks, a library of company documents classified by theme centralizes resources, and a directory which includes an interactive organizational chart allows everyone to easily find information about all Kaufman & Broad employees.



### About the partner

During the project implementation phase, the group was supported by LumApps partner Wedocom. The support provided by Wedocom's teams made it possible to build a customized platform, through various workshops held with Kaufman & Broad's business units. The needs expressed by everyone helped identify the key areas to be developed, and after 6 months of design, Kolibri was launched in June 2022.



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

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