

How to deliver a Cutting-Edge Employee Experience

publicis
sapient



Publicis Sapient has 53 offices worldwide with more than 20,000 employees. They've cultivated partnerships with the likes of Microsoft, Adobe and Google Cloud. In the highly competitive world of enterprise consultancies, Publicis Sapient relies on its superior experience and a startup mindset to delight customers and improve operational efficiency. Here's how Publicis Sapient partnered with LumApps to deliver a cutting-edge employee experience.

53
Locations

15,000+
Employees

The Challenge

Publicis Sapient is no stranger to massive undertakings and large-scale problems. The migration from Jive was a unique challenge. The process involved an extensive content audit, planning and troubleshooting. The Publicis Sapient team, alongside LumApps implementation specialists, completed a 4-month migration process.

> Transitioned from a 10-year old site with 200,000 pieces of content.

> A full content audit and cleanup, focused on the last three years of content and other important items.

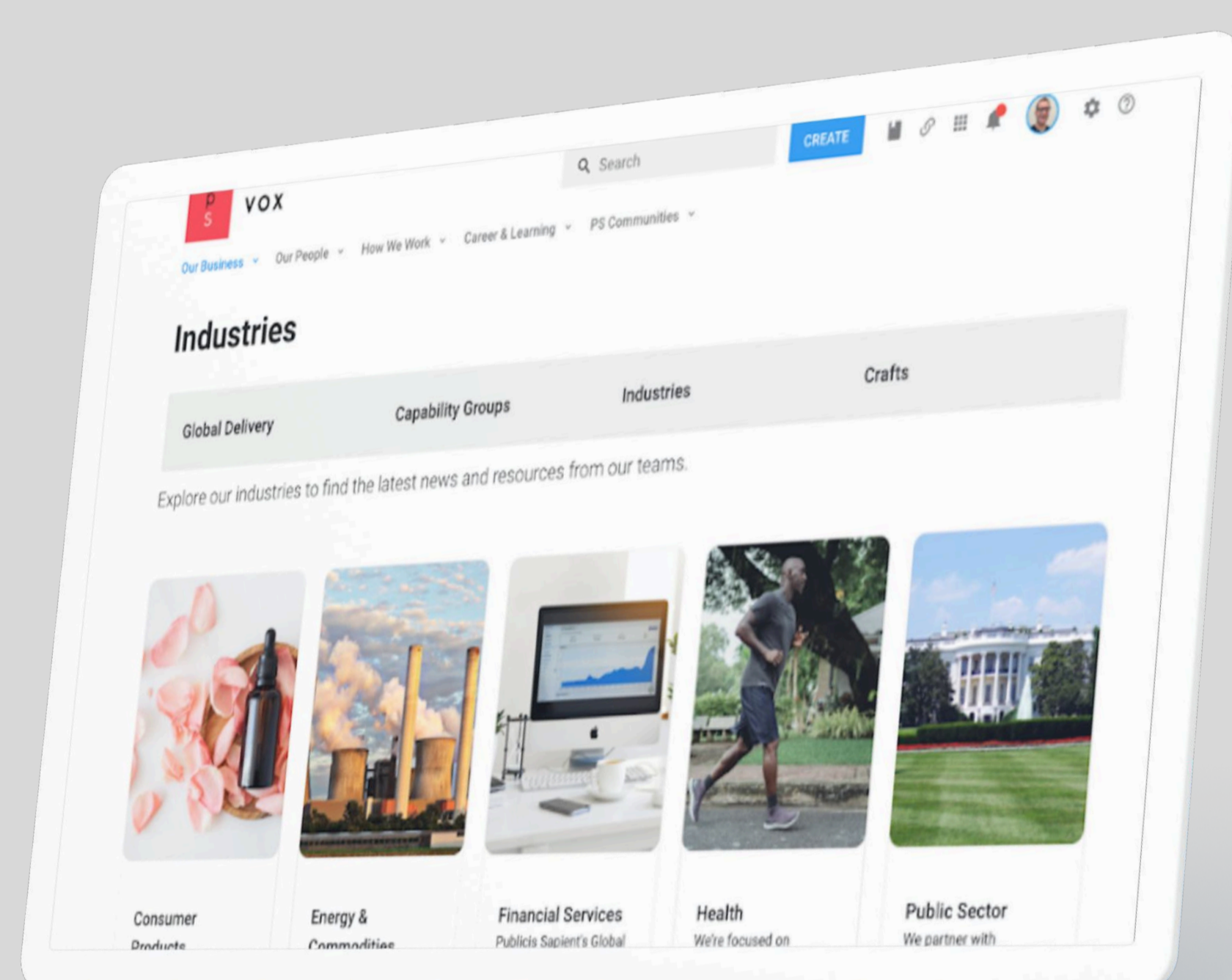
> Migrated 50,000 pieces of content and mapped metadata to optimize content organization and findability.

> Minimal interruption to day-to-day work, employees had read-only ability of the old platform until launch.

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We've definitely been able to streamline communications with the powerful features of the platform, and what's been very helpful is LumApps provides those stronger storytelling capabilities through news article content types, which we did not have previously on Jive.

Kevin Swallow
Product Manager at Publicis Sapient



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The templates create that consistent look and feel of pages throughout the site. But it also makes it much easier for our content authors to publish. They don't need to think about page layouts and get stuck on playing around with the technology. They can focus on the content.

Kevin Swallow
Product Manager at Publicis Sapient

The Results

Publicis Sapient streamlined communication abilities with the new Vox powered by LumApps. Internal communication teams now have stronger storytelling abilities. They are able to deliver targeted news and surface relevant content through widgets and metadata. This new capability addressed the long standing issue of cluttered, irrelevant search results.

Another communication game changer is the introduction of a formalized editorial cycle. Content now has a start and end date to maintain relevance and timeliness. The content lifecycle management feature is an attribute that keeps the library of content up-to date, organized and useful. Reminders are sent to contributors and content editors when a piece of content approaches its end date. Then, they can either make adjustments to keep this piece of content in an updated state or archive it. This helps maintain the site fresh, healthy and current while also improving search results.

Lastly, Vox content is elevating culture through brand consistency, employee stories, social responsibility and diversity initiatives.

The Publicis Sapient team created a system so everyone can engage and participate while making sure content is managed effectively. Every employee has the option for one-click creation of knowledge base articles and community posts. A small group of core content authors curate official content and news. They get oriented to the platform through LumApps video training. Authors share tips and answer questions during weekly office-hour sessions aptly called, "Virtual donuts with Vox." Content templates within Vox also enhance team collaboration.

+750K
pages views
per year

+22K
average
weekly page
views

+4,100
average
weekly users

+100
average
weekly
contributors

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

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