

Thoughtworks creates an extraordinary impact by connecting its global workforce during IPO week

[/thoughtworks](#)



In September 2021 Thoughtworks successfully became a publicly-listed company on the Nasdaq stock exchange, with a first-day market valuation of almost USD\$9billion. This unprecedented time in company history required an unprecedented level of communication and knowledge organization. Thoughtworks leveraged LumApps to create a section within Central dedicated to IPO news, FAQs and employee resources.

10,000+
Employees

+294%
increase in social
advocacy

51%
increase in visits
during IPO listing day

+75%
of employees visited
Central during IPO
week.

Why Thoughtworks Chose LumApps

Thoughtworks turned to LumApps to deliver a more consistent experience across the organization. For example, while email continues to be the most flexible way to communicate, it's difficult to tell which messages are effective, and what needs work. By moving global newsletters in LumApps, their team was able to track metrics, as well as provide additional lightweight ways for people to interact.

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Andy Yates
Head Of Strategy Tech Ops

Key Use Cases

> Knowledge base

As a Google shop, Thoughtworks benefits from LumApps' thorough integration with Google Workspace and Google Cloud Search.

> Increased productivity

Employees have direct access to their digital home for all knowledge and collaboration needs.

> High employee engagement

Central connects thousands of employees who work across 14 countries in more than 40 offices, or remotely.

> Improved collaboration

Employees contribute, discover and engage with content in a simple and effective way through their LumApps platform.

> Midweek Messenger

Every Wednesday, communication teams use LumApps' newsletter functionality to send important updates and employee engagement initiatives - driving traffic to Central.

About Thoughtworks

Thoughtworks have been at the forefront of technology innovation as a thought leader over the past 28 years. The Chicago-based firm has more than 40 offices spread across 17 countries making for an impressive international client portfolio. In addition to innovation and technology, Thoughtworks seeks to amplify positive social change and advocate for an equitable tech future, believing that technology should benefit all of society.

The organisation has a unique, open culture that's based on diversity, a relatively flat hierarchy and autonomous teams to maintain its global success.

The Challenge

Thoughtworks had multiple variations of intranets and communication platforms in the past. After building their initial intranet on Jive, the team migrated content to Google Sites. Sites works for organizing smaller collections of information for teams and projects, but when they needed to collaborate across teams.

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When we look at traffic, we had two big spikes this year. One was the brand refresh, the second one was the IPO. With each of them, we needed to share a lot of information, there was a lot of communication involved. Central played an important role.

Rafa Oliveira
Head, Knowledge Tech, Thoughtworks

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Adoption is increasing at a really good pace. Real adoption, not forced... people are saying 'hey, check this link out on Central'. So there are people making this connection organically.

Martin Deakin
Head Communications, Thoughtworks

> Employee social advocacy

An integrated social advocacy feature allows employees to easily share company news and messaging through their social media account, boosting reach and engagement.

> Easier communication

During important moments in company history, communication teams leveraged LumApps to support employees and answer questions around their brand refresh strategy and IPO campaign.

> Google integration

As a Google shop, Thoughtworks benefits from LumApps' thorough integration with Google Workspace and Google Cloud Search.

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

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