



Creating a true community for all Vilavi Group brands



As the VILAVI Group's business needs had evolved, the Internal Communications team sought to overcome the lack of centralized information and collaborative spaces for its employees. The solution therefore had to meet the challenges of simplification, centralization and flexibility, for both end users and contributors, in order to engage all employees and create a true community.



About Vilavi

As an expert insurance and credit broker for individuals, the VILAVI Group proposes and negotiates the best solution at the right price for each customer. The Group provides independent advice and support to over 500,000 customers, from needs analysis to project completion. They target both professionals and private individuals. They can be marketed as a pure player, or with a B2B2C intermediary.

The Group is composed of 8 brands divided into 2 core activities: Insurance and Credit. Vilavi has been operating for over 45 years and employs 1,500 people in France and Morocco.

Vilavi's values are technical expertise, a culture of action to meet the needs of as many people as possible, and proximity to its customers.



The Challenge

- ✓ Vilavi's former internal platform was a platform for sharing articles about the Group's brands. The Internal Communications team spent a considerable amount of time creating content. After writing and validating the content, the team would send it to the graphic designers for formatting. It was a **multi-layered, time-consuming validation process, and no one was really autonomous** when it came to publishing content on the platform.
- ✓ Also, teams had **very little visibility over content statistics**: was the content read? How was it consumed? How long did users spend on the page? This represented a significant amount of work to analyze the performances of the published article.
- ✓ **A need arose regarding the onboarding of new hires**, and the printed welcome booklet was no longer sufficient. The team tried a different approach with the WordPress solution. Although this solution has proved its effectiveness for some time, the needs of each business evolve. WordPress has certain limitations and the team looked for a solution specialized in internal communication and employee engagement, and turned to LumApps.

Why Vilavi chose LumApps

Vilavi wanted a comprehensive, collaborative tool, and LumApps was the right compromise for the group: a simple, intuitive and scalable tool that allows information to be centralized and communities to be set up to improve engagement and discussions.

As the solution is fully integrated with Office 365, each user's Active Directory information is replicated on the tool. This provides a personalized platform based on the connected user.

One criteria for Vilavi's new platform is that teams could autonomously manage their own content. Previously, corporate communications was responsible for content creation. LumApps enables each department to contribute easily and simply, thanks to the creation of templates and contributor roles. Departments are then autonomous in creating content and daily management of the platform.

One of the team's concerns was being limited in their choice of visuals, as the platform's design and aesthetics were paramount. When the platform was deployed, the team was quickly reassured that it could be customized to suit their needs.



Key Use Cases

✓ Tips to encourage community adoption

Vilavi created a special community group for Halloween in order to encourage employees to join and participate in unique communities. By participating in a special Halloween photo contest, employees were able to discover all the possibilities offered by communities: publication of photos, gifs, likes, comments, etc.

✓ Employee recognition

Employees' corporate birthdays are highlighted on the platform's homepage through the integration of an image carousel. The design is created by the Group's creative team and integrated by contributors. This was a new feature that allowed team members to be highlighted and thanked for their service!

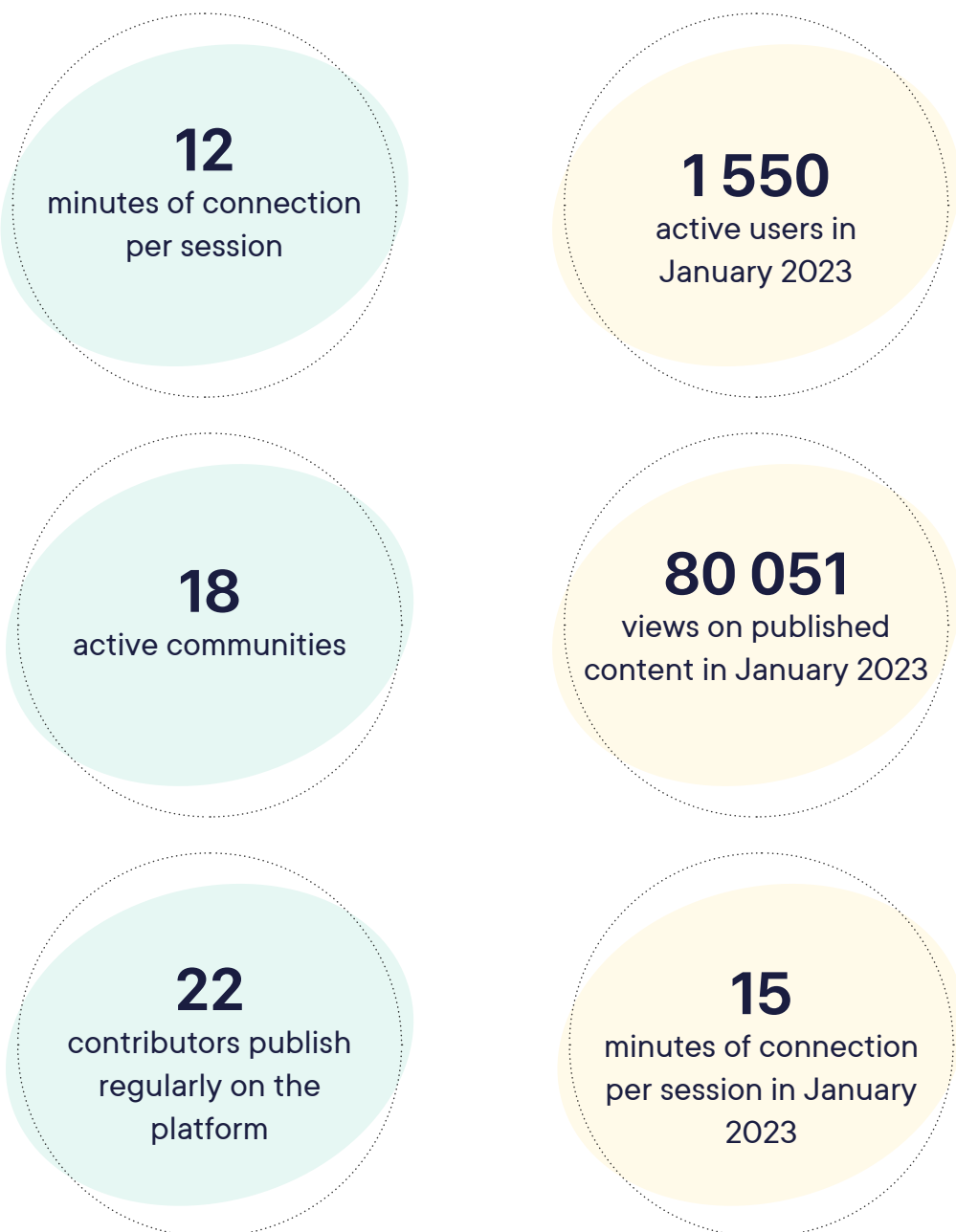
✓ Promoting internal mobility

Job offers are now published on the platform. Previously, these were sent by email. LumApps makes this information centrally accessible to all Vilavi Group employees!

✓ Creating a bond between employees

Before the LumApps project, the Group didn't have an employee directory. The new integrated employee directory allows everyone to search for peers and contact them quickly and easily.

Results



WEDOCOM

Vilavi partnered with Wedocom for their LumApps implementation project, to raise awareness of the tool among the departments and boost contributions to the platform. As the project was well structured, no oversights were made. With Wedocom's expert insurance consultants at their disposal, they guided and advised the project team through various workshops, and monitored the launch of the platform on a weekly basis. This advice helped them decide which section or feature to highlight at any given time.



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

Get in touch to know more!