

# Zapier scales up internal communication operations for their fully distributed team



Following a decade of growth and innovation, Zapier looked for a platform to scale their internal communication operations in January 2022. Their dispersed and international workforce, which increased by 45.30% in 2022, relied on Slack and a mix of tools to stay informed and updated, but they outgrew their solutions. Zapier consolidated several tools by implementing LumApps, improving the employee experience for their workforce.

1000-1500 views per week

~100 content contributors

~90% adoption rate



## Why Zapier Chose LumApps

Solution consolidation and ease of use were key factors for Zapier. Another crucial factor was LumApps' dedication to accessibility. The **transparent accessibility** documentation jived with Zapier's company culture.

Additionally, Zapier is a technical company. Their employees, even non developers, live for APIs and automation. They've also been collaborating across company silos since the company's inception. This meant a simplified or "one-size-fits-all" solution did not ring the bell. LumApps provided the level of customization and product release communication that Zapier looked for.

Additionally, LumApps and Zapier relied on Social Edge Consulting to help with implementation and customization. Social Edge, a longtime LumApps partner, specializes in online communities and employee engagement. Their team managed Zapier's product training, implementation and were ideal thought partners during the change management process.



We were looking for that right balance of power and ease of use to achieve our goals around content quality for our corporate information

Elise Dunham  
Knowledge Manager at Zapier

## Key Use Cases

### > Corporate information distribution

Corporate news and resources are delivered via LumApps, powered by segmentation and metadata, to the Zapier employee base.

### > Company Culture and Employee Voices

For example, a "Zap" triggers to post the most recent news posts to a specific all-company Slack channel.

### > Customization and flexibility

Zapier uses metadata, governance and customizable widgets to deliver information to the right place at the right time.

## About Zapier

Zapier, the leader in easy automation, is on a mission to make automation work for everyone. Their platform empowers customers to work across 5,000+ apps. Zapier wrote the book on remote work - **literally**. Their more than 800 employees are fully distributed across 42 countries. Zapier started as a side project by three co-founders in 2011.

A decade later, Zapier is an inspiration for the startup and company culture community. Their innovative techniques and remote-first approach are a model for future founders.

## The Challenge

Previously, Zapier relied on a mix of tools for internal communications. They managed a "playbook" through GitHub documents and an internal blog tool built on Wordpress technology. These tools served their purpose, but with so much new information, communications, and employees - content management and customization challenges arose.

The Github solution was difficult to keep up to date, and required technical skills to manage. This bottleneck of upkeep created a poor user experience. Zapier opted for something built for long-term scalability and growth.

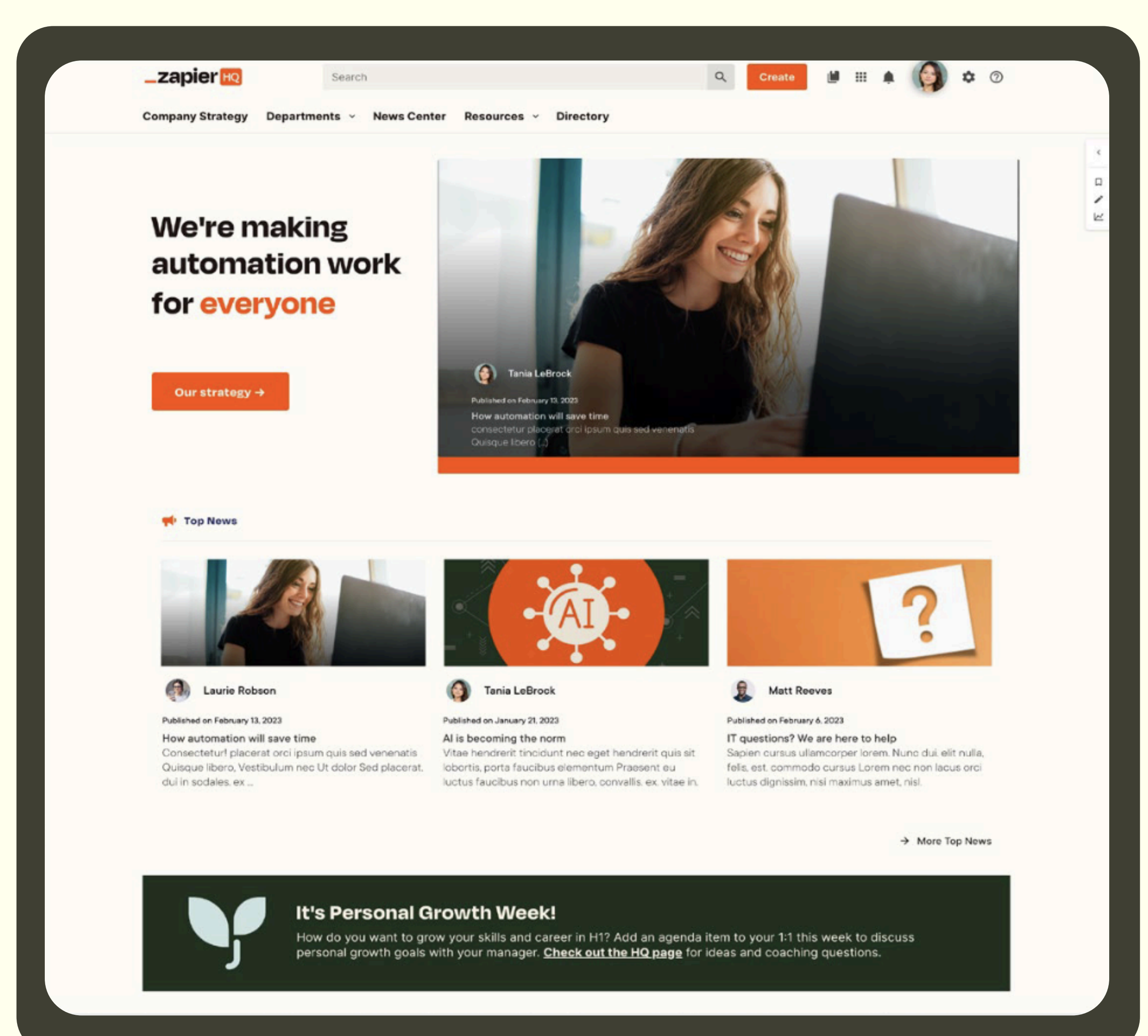


LumApps provides the metadata to make these widgets work how I want them to work. I appreciate the LumApps platform for things like menu customization, a strong CMS, and some complexity with how the system works. It hits the right notes for power and customization while still operating in a simple way for the end user.

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## The Results

With LumApps and Social Edge, Zapier has partners for growth. The all-remote workforce grew by around 300 employees since launching LumApps. Their group of dynamic and evolving employees, with around 100 content contributors, requires a versatile platform built for scale. As Zapier continues to grow alongside the LumApps platform, they're looking to integrate new features such as Spaces, broadcasts to Slack, and more.



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

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