



Giving a voice to IDKIDS Employees and Fostering Engagement with LumApps



In late 2019, the IDKIDS group embarked on a transition to the Google suite and seized this opportunity to enhance internal communication. The group recognized the importance of giving employees a voice and chose to do so through a connected and collaborative platform that fosters employee engagement.

+1,300
stores worldwide

6,000
employees

63
countries where IDKIDS is present

About IDKIDS

Born 25 years ago with Okaïdi, the IDKIDS ecosystem makes beneficial and socially responsible brands accessible worldwide. IDKIDS is a parent brand that gathers essential brands and expertise for parents' day-to-day life, that are beneficial to children's development and committed to environmental responsibility.

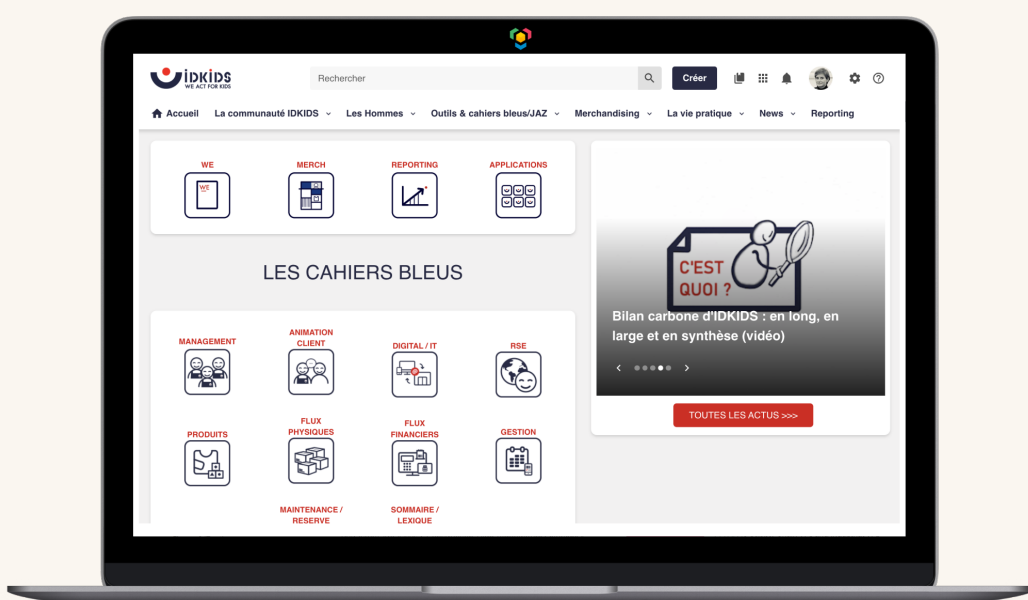
All of these brands are united by the WE ACT FOR KIDS mission, which also drives the 6,000 employees of the group: to act toward progress in favor of children.

The challenge

At the beginning of 2020, the group initiated a transition to the Google Workspace suite, replacing their intranet, based on Sharepoint for document management, and Wordpress for communication. They reconsidered their approach, aiming for an intranet that would allow for a more integrated and user-friendly solution.

Their main criteria were:

- ✓ **The platform must be flexible** to address a heterogeneous audience and tackle cross-cutting topics, as many different brands, languages, countries, and professions collaborate within IDKIDS, constituting just as many typologies and therefore different entry points.
- ✓ News sharing needed to be revamped to **provide more information and connect** with each employee.
- ✓ The extensive **document base** of over 8,000 critical business documents had to be **maintained, consolidated, and centralized**, as it was crucial for store employees' daily activities, including merchandising, team organization, sales management, and more.



Why LumApps

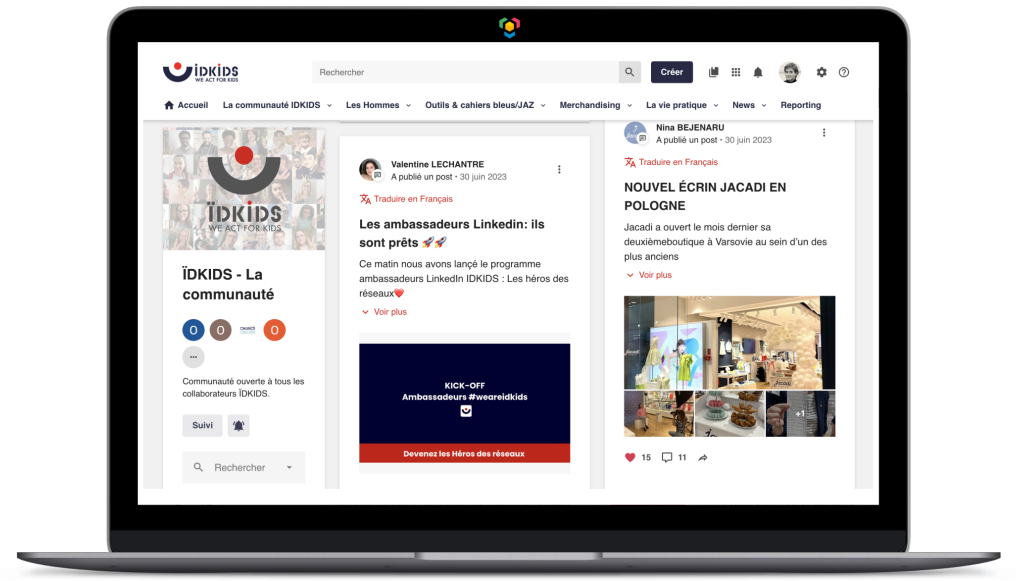
Defining the goals of the desired solution allowed IDKIDS to position LumApps as the top choice, particularly for its simplicity, design, connectivity, and integration with business applications and collaborative suites.

To encourage employees to contribute and interact, the Internal Communication team turned to a solution that allowed each employee to express themselves and facilitate interactions in a more spontaneous and informal manner. LumApps offered improved intranet management and design capabilities that matched the group's desire to highlight the employer brand through shared communications and resources.

The successful implementation of the LumApps platform and the integration of Google solutions enabled IDKIDS to connect employees and maintain contact during the health crisis, something that wouldn't have been possible before.

“ We now share a lot more content developed through the portal, which allows us to offer more user-friendly content (videos, etc.), and with a design that makes content consumption more enjoyable.

Caroline Tellier
Internal Communications Manager, IDKIDS



Key Results

Within the first half of 2023

88.21%
adoption rate

2,700+
active users

1,798,000+
pageviews

300+
published content
and posts

5,460+
interactions (likes,
comments)

5min20
connection time
per session

Key Use Cases

✓ Personalized Knowledge Base

Access to more than 8,000 documents and resources is essential for employees' daily tasks. Through synchronization with the Active Directory, Google Drive folders are selectively shared and surfaced on LumApps with the same level of customization: each employee can find the processes and documentation they need in their store or department without being overwhelmed by irrelevant content in their context.

✓ Content Translation

IDKIDS uses content translation widgets to provide a multilingual platform for all employees. The widgets make the translation task simple for contributors, saves valuable time for content creators, and improves the user experience since employees can consume information in their chosen language. Additionally, the interface is displayed in 8 languages according to the user's browser settings, enhancing accessibility.

✓ Sharing Communities

Open communities are an important aspect for IDKIDS, allowing employees to engage in discussions with their peers and management, bridging the gap between headquarters and stores, and considering feedback from the field. The IDKIDS community, the most active space, brings together the group for victories, news, store openings, uniting employees from all locations through bottom-up communication.

✓ Group News

Published news are primarily corporate and internal information to ensure a certain level of transparency with employees, including project updates, messages on daily life at IDKIDS, activities of the group and brands aimed at future partners or employees. IDKIDS uses the LumApps campaigns feature to send targeted news by brand and country to share information with the right people and create a personalized experience.



About the partner

IDKIDS teamed up with LumApps' partner Inaubi to launch their project back in 2020. Inaubi guided the internal communication team through various project stages: from workshops to frame needs, to design, to training in content management, and more.



LumApps aide les entreprises de tous secteurs à améliorer leurs communications, l'engagement des employés, la gestion des connaissances et bien plus encore.

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