



How OBV implemented this easy-to-use intranet for its managers and employees.

The goal was to deploy a one-stop-shop that would serve as a single point of entry for all information, communication and access to tools. This new platform should help with the onboarding of new employees, be accessible to all OBV people regardless of their email address, and make targeted communication possible to avoid irrelevant “noise”. It was to contain an efficient user directory, containing information making it easy to find employees based on their department, their location, and even the projects they were working on.



+450
Employees

3
Locations

About Opera Ballet Vlaanderen

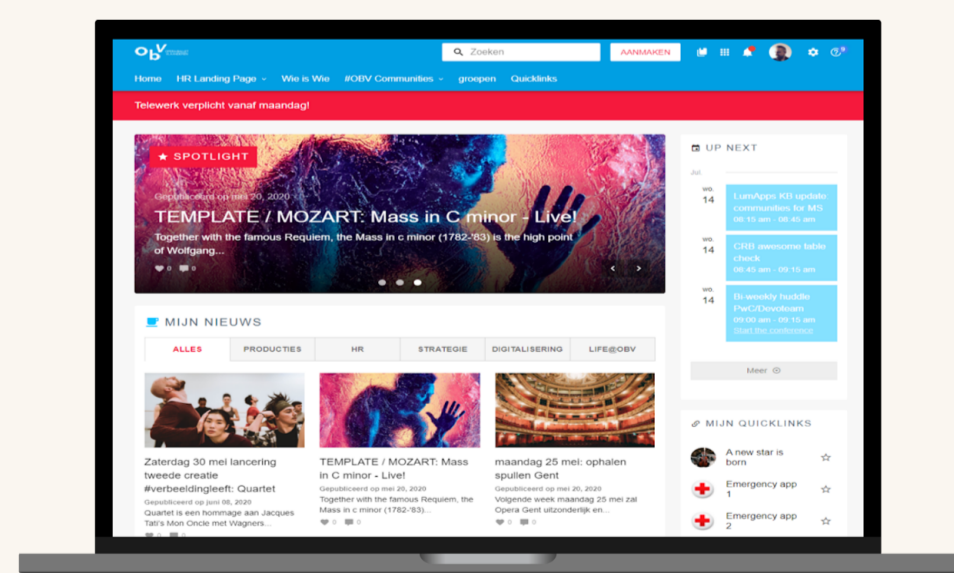
Opera Ballet Vlaanderen is the biggest player in the Flemish cultural sector, with a history that started in 1981. They produce musical, theatrical and dance performances in their three locations: Opera Antwerpen, Opera Gent and t'Eilandje (Antwerpen). They employ some 450 permanent employees, as well as a great number of artists, students and interims, bringing their number up to 900 people. Their mission is to pioneer and inspire a wide audience, by working all together.

The Challenge

The problems encountered by OBV were the following ones:

- ✓ **Employees were suffering from an overload of emails. Information flowed slowly through the company and its reach could not be measured.**
- ✓ **External users (namely artists and interims) were hard to reach and there was no way to know if they had received information.**
- ✓ **There were too many existing platforms (an existing intranet, various Google Drives, several plannings, training and HR platforms,...), each with a separate login, across which information was scattered**
- ✓ **A major problem was their inability to get the contact details of their colleagues in an easy way, partly because so many of them worked with OBV on a temporary basis (artists, interims, students)**

- ✓ **Their current intranet could only be used for top-down communication and wasn't user-friendly. It looked & felt dated. It hosted a lot of information, but because it wasn't targeted, people did not access relevant information easily. They could only access their intranet with an OBV google address, which meant that the artists, students, and other temporary employees were barred from that communication system.**
- ✓ **All this had an impact on the company culture, with a lack of oneness and connection. Employees were used to thinking in silos.**



Key Use Cases

✓ External Users

External Users' access to documents hosted on Google Drive – the traditional Lumapps solution for sharing documents was not suitable for external users because of access rights to the Google Drive. It was consequently replaced by an iframe widget set up so we could offer an equivalent user experience.

✓ Front of House (FOH)

Employees with no or limited access to computers had specific needs regarding the mobile application – their needs were prioritised when building the app's navigation.

✓ User Directory

The information in the user directory (or "Who's Who") could not be entirely sourced from Google – it was set up so as to automatically retrieve and sync all business related information from the Google directory. We configured additional fields in LumApps so that the employees and collaborators could easily update their profile information themselves, such as useful skills, productions they were working on, and mobile phone.

The Results

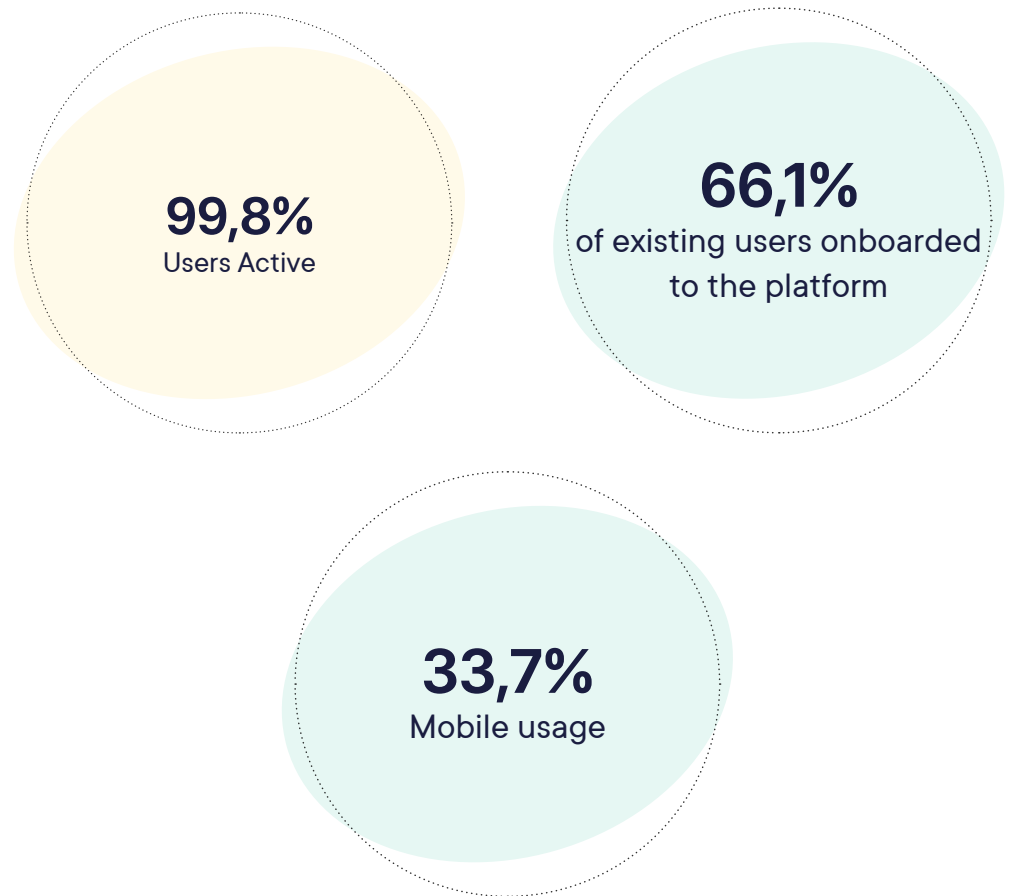
Six months after go live, 66.1% of all existing users were onboarded to the platform. This is a satisfactory number as there are many temporary accounts with limited need for the platform among the existing users. 99,8% of the onboarded users are active users (users who contributed, liked, commented or shared content in the last six months). Mobile usage (mobile responsive version + app) represents 33.7% of the connections. All communities are actively used.

“ We chose Lumapps because there was a good integration with the Google directory and because we could add external users so that we do not have to give all temporary employees a google account. Another important point was that we can send newsletters from Lumapps.

Wim van Bree,
Manager PR Marketing and Sales

Why OBV Chose LumApps

Hand in hand with a dedicated project team from OBV, Devoteam G Cloud deployed LumApps on their domain, using the Devoteam G Cloud methodology for LumApps deployment. This methodology includes setting up an efficient project management framework, which makes it possible to identify potential problems early enough.



Devoteam G Cloud delivered a product conform to the requirements: a platform through which all other tools could be accessed, integrated with the customer's Google environment, user and mobile-friendly and suited for both top-down and horizontal communication. The customer's Google environment provides part of the information shown in the user directory as well as the groups making content targeting possible.



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

Get in touch to know more!