



Bon'App by Picard: The Recipe for a Seamless Internal Communication System

How can a company overcome a lack of cohesion across the organization that ultimately hinders productivity, stifles innovation, and slows overall growth?

About Picard

Picard is a leading name in food retail across France and the Benelux. With a specialization in frozen goods, the brand is renowned for its exceptional quality, diverse product range, and commitment to culinary innovation and customer satisfaction. For the past decade, Picard has been consistently voted as a favorite among French consumers, ranking high among their top ten most-loved brands.

The company employs more than 5,000 individuals across its headquarters, retail outlets, and packaging facilities. With a robust network of stores, Picard delivers a consistent and high-quality customer experience while equipping its teams with cutting-edge, efficient tools.



The Challenge

A fragmented ecosystem

Limited store access

Outdated user experience

Restricted collaboration

In late 2022, Picard conducted a strategic review of its internal communication systems, uncovering significant barriers to team productivity and engagement.

The outdated WordPress-based intranet, paired with disconnected tools for training and communication, created a fragmented ecosystem that discouraged adoption.

Over 4,150 frontline staff lacked a mobile-friendly solution, leaving them disconnected from essential company updates and hindering the flow of critical information.

The system's lack of modern features and personalization further contributed to low user engagement and enthusiasm for internal initiatives. Additionally, the one-way communication model stifled interaction, offering no opportunities for teams to comment, share media, or collaborate effectively.

Recognizing these challenges, Picard set a clear goal: to centralize information, improve accessibility, and foster collaboration across the organization.

Why LumApps

To address its internal communication challenges, Picard partnered with LumApps in 2022 to create Bon'App, a modern intranet tailored to their vision of a connected and dynamic workspace.

This all-in-one platform consolidated essential tools and resources into a single, integrated system, optimizing access and boosting efficiency. Bon'App introduced an intuitive interface with advanced search capabilities, ensuring employees could effortlessly stay informed. By fostering collaboration through interactive content and dedicated spaces for idea exchange, the platform encouraged greater team engagement. Prioritizing its frontline retail staff, Picard also implemented a mobile-first approach, delivering a seamless experience that extended to other teams over time.

Bon'App became the cornerstone of Picard's digital transformation, reforming how employees connect, collaborate, and thrive.



Bon'App Use Cases

Centralized Information

Bon'App consolidates company-wide resources, housing everything from essential documents to key contact directories in one place.

Favorite Tools at Hand

From leave requests to e-learning platforms and expense management, all vital tools are centralized and customized on personalized dashboards. Each employee enjoys direct access to resources carefully tailored to their unique role, simplifying their daily tasks.

Accessible Communication

A robust, intelligent search engine pairs with targeted content filters, ensuring employees quickly find the latest news relevant to them.

Advanced Functionalities

The expanded menu delivers access to advanced applications, such as inventory management, HR templates, and a media library.

Company Events in Spotlight

Interactive content brings Picard's major milestones, from local store events to headquarters celebrations, to life. Employees can now watch live streams and participate in company moments like never before.

50 years of Excellence

Picard's 50th anniversary in 2024 was a memorable milestone, with Bon'App at the heart of its success. The year-long celebration, spanning March 2024 to March 2025, engaged employees through seasonal themes: agriculture in spring, nutritious eating in summer, student accessibility in autumn, and solidarity in winter. Employees actively participated by sharing experiences via articles, contests, and live events. A standout moment was a collaboration with French chef Thierry Marx, where creative cooking techniques, like preparing meals with a kettle, took center stage. The campaign achieved remarkable results, including a 176% increase in comments, a 217% rise in likes, and a 107% surge in employee-generated posts, doubling content published from the previous year.

Bon'App amplified the campaign's impact, fostering team energy and collaboration through dynamic content.



Key Achievements

Always-on information

Employees now access updates and documents effortlessly, saving time and improving efficiency.

Optimized workflows

The "My Tools" feature centralizes favorite links and applications, offering an intuitive user experience.

Stronger engagement

Internal event participation soared, driven by Bon'App's interactive and accessible format, with an adoption rate of 63%.

Unmatched collaboration

Employees embraced teamwork, sharing photos, stories, and ideas like never before.

Looking Ahead

Building on Bon'App's success, Picard plans to enhance its intranet with user-driven features, new interactive formats, and expanded communication tools. Bon'App is set to remain the backbone of operations, fostering innovation, collaboration, and a thriving workplace culture.

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

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