

Connecting a Global Workforce to Boost Productivity, Culture and Engagement.



Pipedrive, a SaaS leader in sales-focused CRM tools, has been the growth catalyst for over 100,000 companies worldwide. Their AI-powered sales solutions are designed with one goal in mind—to help small businesses succeed. But behind their success was an organizational hurdle they needed help overcoming.

Case Study

Delivering an employee experience platform in 3 months to bring together Pipedrive's people, communications and technology.

700+ Employees spread worldwide

Fragmented tools + scattered information

Limited resources and a tight timeline

The Challenge

With more than 700 employees spread across multiple global locations, Pipedrive was operating without a centralized intranet. The absence of a unified hub meant scattered tools, fragmented information, and a disjointed employee experience. Teams struggled to locate vital resources, losing valuable time and efficiency. Communication gaps emerged, outdated systems compounded confusion, and fostering a strong sense of connection across the workforce became increasingly difficult.

On top of these challenges, they were bound by tight timelines and limited resources to create a solution that could bring their teams closer, foster collaboration, and strengthen their company culture. Pipedrive saw an opportunity to not just address these pain points but also to create a platform that placed their people and values at the core of operations.

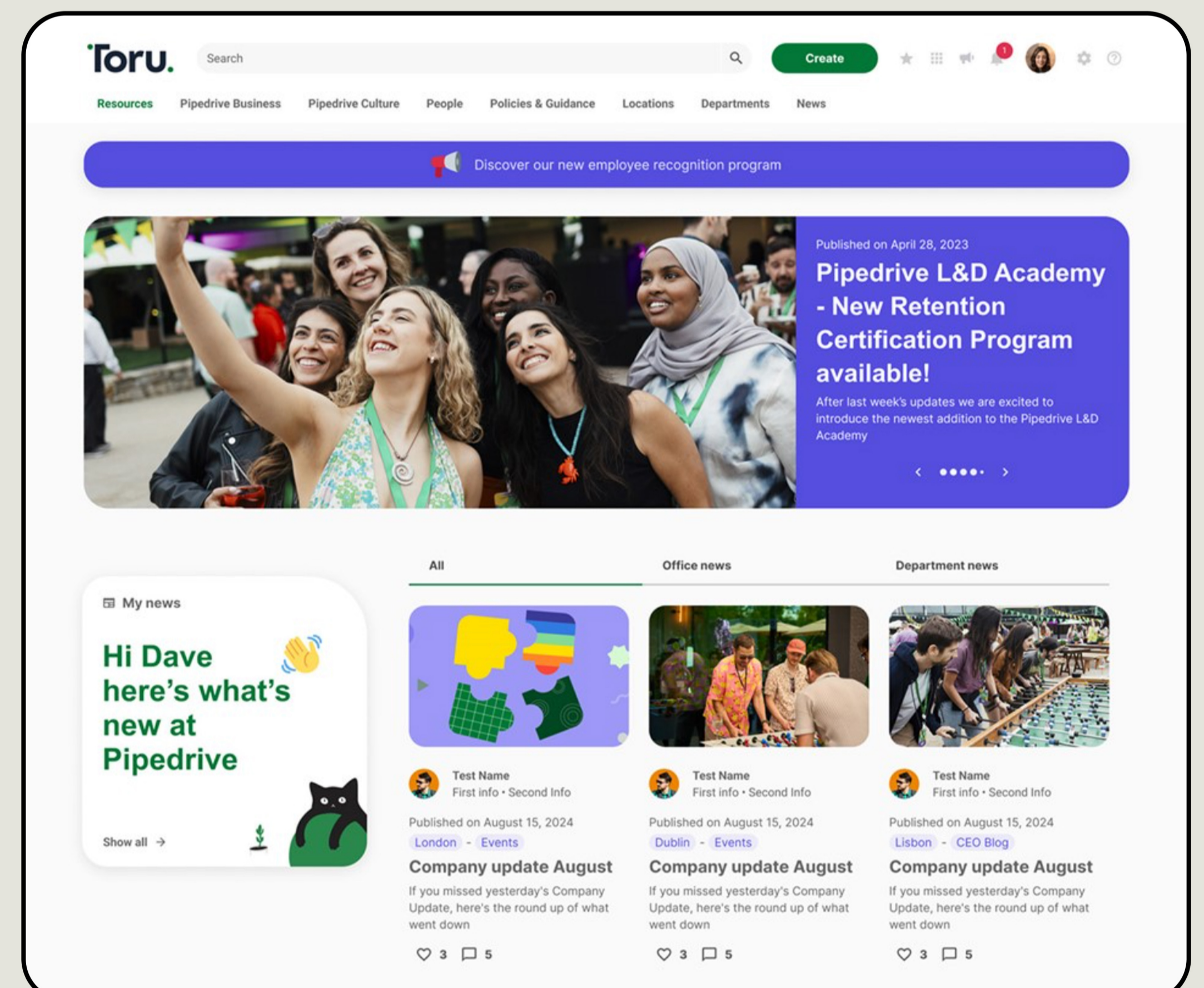
The Solution

LumApps was chosen as the platform to bring their vision to life. With a short three-month window for implementation, collaboration was key. Partnering with Mosaique, our trusted UK expert, we worked closely to design and deploy a tailored, modern intranet that fit Pipedrive's unique needs. Their new hub, branded as "Toru," was developed to integrate seamlessly with essential tools like Google Workspace, Slack, Jira, and Confluence.

What makes Toru stand out is its intuitive and personalized user experience. Communications could now be tailored based on an employee's location, role, or language, helping Pipedrive eliminate silos. The advanced search functionality made finding information fast and simple, while tools like LumApps Play allowed them to leverage video for an engaging and effective communications strategy.

A standout feature of Toru was the LumApps Digital Assistant, which Pipedrive branded as "CatGPT." Acting like a smart conversational guide, CatGPT provided faster answers to employees' questions, streamlined tool access, and resolved everyday queries, making work smoother for everyone involved.

Together with Mosaique, we delivered a visually rich, easy-to-use, and fully integrated platform that transformed Pipedrive's employee experience.



Toru. pipedrive

The Results

Since the launch of Toru, Pipedrive has seen a seismic shift in how their teams connect and collaborate. Designed to reflect Pipedrive's identity, the platform bridges communication gaps and brings employees together like never before, no matter where they're working.

Delivered on time and within scope, Toru has already achieved a **100% adoption rate**, demonstrating its value to employees across the board. With Mosaique providing ongoing support, Toru continues to evolve, adapting to Pipedrive's needs and delivering even greater benefits to their workforce.

More than just an intranet, LumApps helped Pipedrive build a collaborative digital hub that empowers people, fuels engagement, and steers them confidently into the future.

Pipedrive's story with LumApps demonstrates how a thoughtfully executed platform can unite teams, enhance productivity, and create an environment where company culture thrives.

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We're thrilled with the outcome of Toru, our new intranet platform. The collaboration with Mosaique has been seamless, with their expertise and commitment making it possible to deliver a fully tailored solution in just three months. Toru has transformed the way we connect and share information across the organisation, and we're excited to see Pipedrivers embracing it so enthusiastically—we've already hit 100% adoption! This platform is a major step forward in creating a people-first experience at Pipedrive, helping us work more collaboratively and efficiently than ever – no excuses!

Caroline Rheubottom
Director Communications Pipedrive

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

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