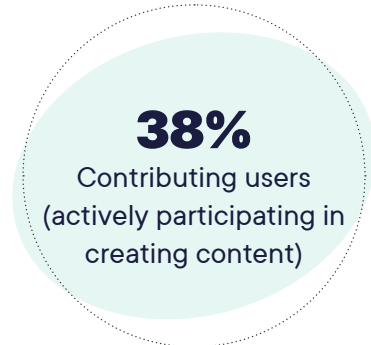
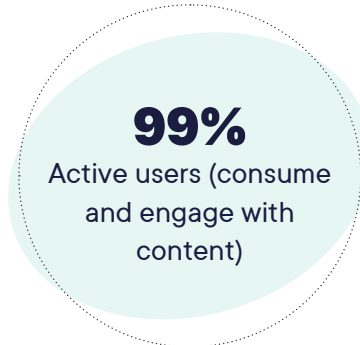




Keeping its promise of the best communication experience for its customers and employees

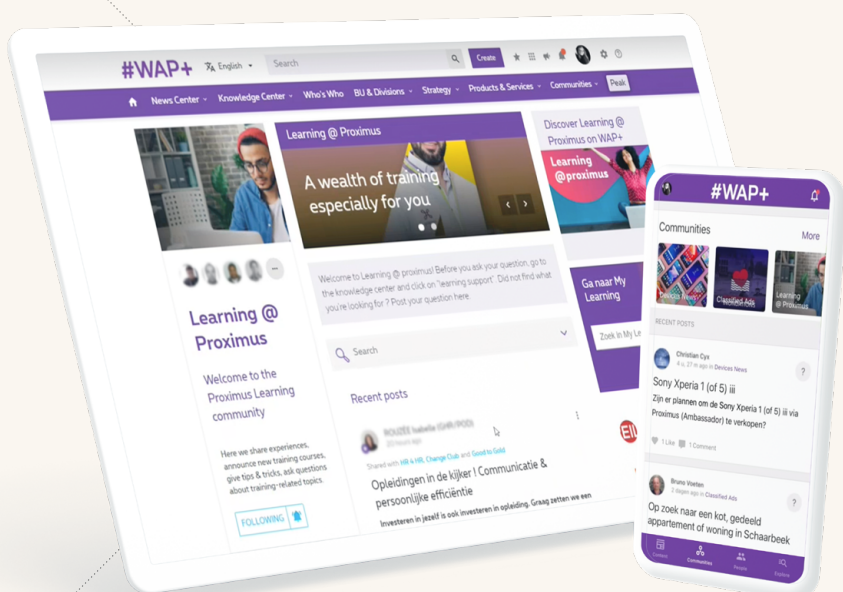


Proximus offers customers a world of digital opportunities so that they can live better and work smarter. This business ambition is reflected in their mindset toward internal stakeholders. Achieving this goal means working towards providing the best possible conditions for employees to do their jobs. At the end of 2020, Proximus introduced their new fully multilingual collaborative intranet platform #WAP+ (standing for “We are Proximus”), to communicate, facilitate connections among employees, promote informal cross-team collaboration and improve knowledge sharing.



About Proximus

The Proximus Group is active as a provider of digital services and communication solutions in the Belgian and international markets. The group opens up a world of digital opportunities, so people live better and work smarter. They do this by: building the best open gigabit network, offering products and services tailored to the needs of every customer, by being the trusted digital evolution partner for companies and the Belgian society, and by contributing to a greener world.



The Challenge

- ✓ **Stimulating interaction**

Proximus had extensive objectives requiring a solution that goes beyond traditional internal communication tools. They wanted to provide a digital workspace where every employee can create, share and interact across the business.
- ✓ **Speaking the local language**

As a leader in the Belgian market, the use of multiple languages is key to Proximus’ communication strategy. Proximus communicates in 3 languages - Dutch, French and English. Previously, multi-language communication was a time-consuming process and employees’ feeds were overlapped with duplicating content.
- ✓ **All functions matter**

At Proximus, a considerable percentage of the workforce are non-office workers, like technicians and customer-facing teams that work from various locations without daily access to a desktop computer. Proximus needed a mobile, on-the-go solution to ensure those employees are just as involved in the organization as office workers.

Why Proximus Chose LumApps

To support their needs and address its challenges, Proximus trusted LumApps to be their new employee experience platform.

A major deciding factor for Proximus was the multitude of communication flows between collaborators and the goal of breaking through language barriers. The ease of creating content in multiple languages and the flexibility to target it to the right people is a key features. Employees interact in various social and professional communities. The automatic translation of posts and comments allow for effective collaboration because employees can interact in their own language and reach everyone across the organization.

Key Use Cases

✓ Using communities to empower employees

Proximus has a strong sharing culture between entities and currently counts 436 active #WAP+/LumApps communities. As Microsoft Teams is used to collaborate on shared deliverables, #WAP+ communities are focused on sharing knowledge, giving support and creating a sense of belonging. Every employee can take the initiative to start a community, as long as there is a need, a clear objective and interest to manage it.

✓ Smart Inter-Linking

The platform is the place that guides employees through their workday. In addition to the well-defined business unit pages and communities, employees have personalized and quick access to all relevant business tools. The platform provides a centralized catalog of useful links sorted and targeted by business units.

✓ Agile Transformation Program

Supporting major business transformations is done through a distinct subsite that helps employees understand changes and their impact. The site and its dedicated community consolidate all the project communications. According to employee profiles, there are built-in personal action plans to help them follow processes step by step, deadline reminders, progress updates and support documents.

✓ Employee Social Advocacy

The integrated social advocacy tool enables Proximus to create powerful brand ambassadors throughout the lines of their workforce. People are not only able to share corporate news through “WeBuzz”, but they can also propose topics and content to be shared externally through a dedicated “LifeatProximus” community.

✓ Mobile App

Employees can connect to their workspaces no matter where they are thanks to the LumApps for Intune mobile application. It’s particularly useful for technicians and field representatives that receive company and team updates through a personalized news feed, but also for leaders and everyone that works in a hybrid way and seeks maximum flexibility. Everyone has instant access to Proximus News, a complete employee directory and can contact colleagues on the go or find support in one of their professional communities.

The Results

“#WAP+ is our main platform of internal communications. With #WAP+ and the mobile app every colleague can participate in what’s going on at work and take up an ambassador role via the social advocacy. It’s fully multilingual and it provides our publishers all flexibility to create impact and engagement with their communications. Their experience with migration of content, the built-in social advocacy module and a clear roadmap were extra assets that made us choose LumApps.”

Bert Leoen
Corporate Communications
Director at Proximus

258
Publishers

244
Active social advocacy
ambassadors

462
Social advocacy post
created (for 365 days)



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

Get in touch to know more!