



Modernizing Internal Communications and Increasing Employee Satisfaction During a Crisis

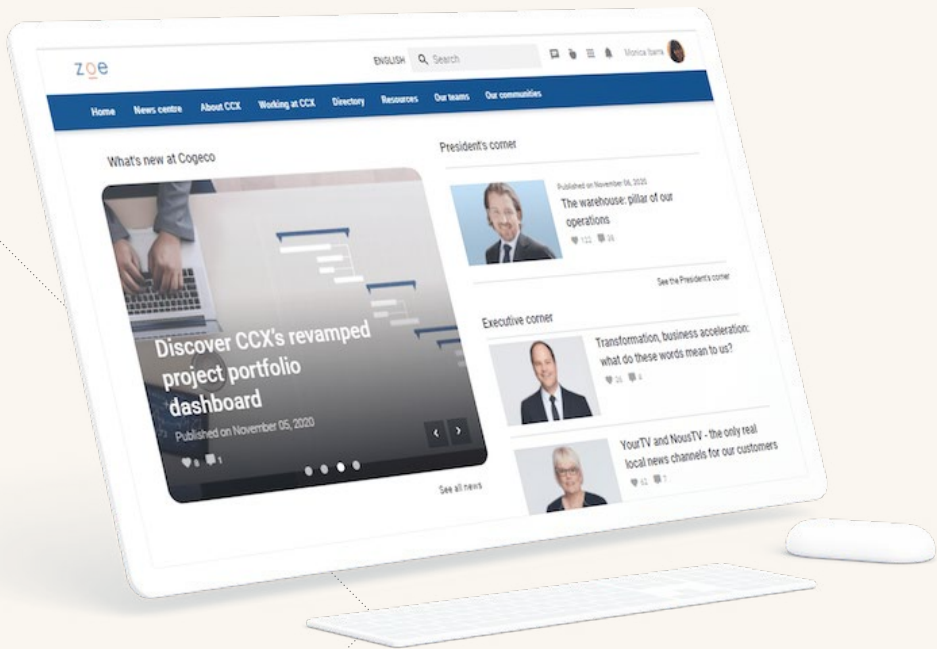
Cogeco is committed to providing innovative services and exceptional experiences for their customers. With award-winning security, next-generation features, and top rated customer service, Cogeco understands that the customer experience depends on the quality of the employee experience. To help support and drive the company’s culture of innovation and community, Cogeco saw an opportunity to invest in a modern internal communications and knowledge platform.



4500+
Employees

About Cogeco

Cogeco is a Canadian telecommunications and media company based in Quebec. The company provides internet, TV, and phone services to residential and business customers in Ontario, Quebec, and eleven states along the east coast of the United States. Cogeco’s 4,500 employees work across various functions and locations, including technicians in the field, frontline associates in stores, and corporate workers in the office or at home.



The Challenge

- ✓ Cogeco was looking for a social and collaborative intranet solution that was customizable, easy to use, and integrated seamlessly with Google Workspace, their productivity suite.
- ✓ Personalization is a key priority for Cogeco as they develop the intranet and distribute content. It is expressed through the bilingual nature of the platform, but also with its structure and content.

Why Cogeco Chose LumApps

Before LumApps, Cogeco relied primarily on email to communicate with all employees. There was no single space to share news and updates or for employees to exchange knowledge, interact or engage.

Cogeco found what they were looking for with LumApps and went live with their new intranet platform, called “Zoe,” in the Spring of 2019. They named the intranet Zoe because they wanted the platform to be approachable and sociable, just as a person would be.

Key Use Cases

Employee Directory

Cogeco uses a directory within the intranet so employees can easily search for people within the company based on their name, title, department or location. The employee directory is one of the most commonly used features of the company’s intranet.

Newsletters

Cogeco ensures that employees never miss key news by sending a corporate newsletter every week, which is created via LumApps’ Newsletter module. The communications team can select templates for different languages, audiences, or types of news and simply send the news roundup via email. This helps drive traffic to the intranet and keep employees informed of the latest news and updates.

Health, Safety, and Wellness

For the COVID-19 pandemic, Cogeco developed a lot of content on its Health, Safety and Wellness page. To encourage positive mental health and awareness, Cogeco launched a photo contest during Mental Health Awareness Week, where employees submitted photos recreating movie scenes or paintings. The contest generated some of the highest engagement rates all year in terms of posts, likes and comments.

New Product Launches

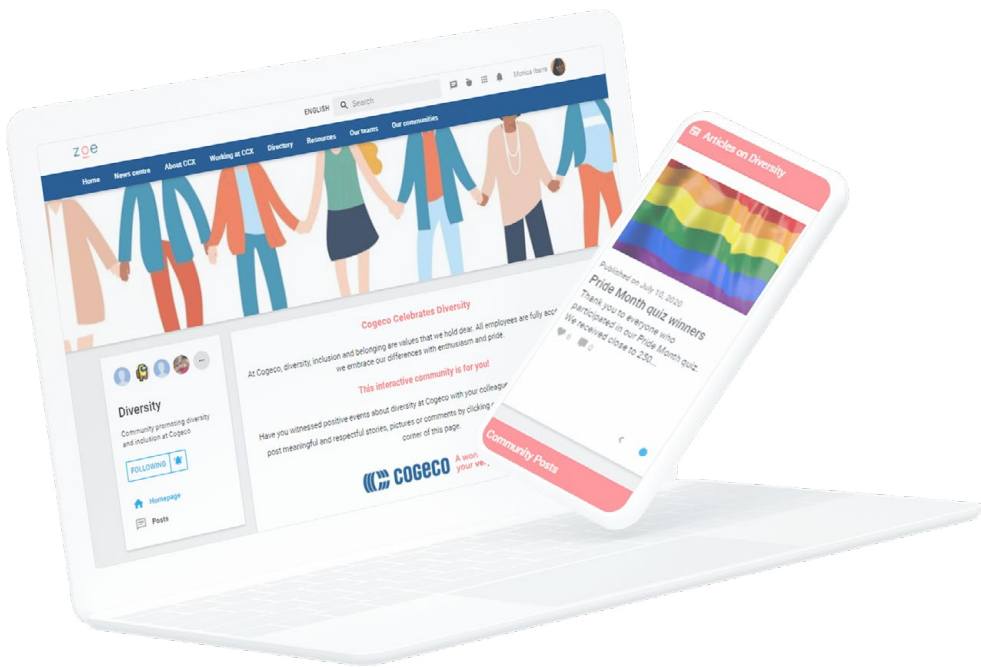
In partnership with the marketing team, Cogeco created a page for the internal launch of a new television product for employees to test before its market launch. The page contains all the information on how the product works, how to subscribe, interviews with the team who worked on the project and the latest improvements and updates around the product.

I often attend calls and meetings where people ask the presenters 'Is this information going to be made available on Zoe?' This proves [the intranet] has truly become a one stop shop for Cogeco employees."

Gabrielle Dumontier
Internal Communications Advisor at
Cogeco

Diversity and Inclusion

Cogeco created a diversity community during Pride Month (June) to celebrate sexual and gender diversity, advance equality and increase the visibility of these communities. Every week in June, the team posted a new article featuring a diversity advocate, highlighting and celebrating the influence they’ve had in moving forward LGBTQ+ rights.



The Results

Employees have a simpler user experience, can more quickly find the tools they need to be productive and stay up-to-date with the latest information important for their work. There are dedicated spaces throughout the intranet for employees to ask questions and have a voice. They can communicate with their colleagues and receive answers from subject matter experts.

+38
ENPS Points

88%
Employee Satisfaction



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

Get in touch to know more!