



# FM Logistic Gives a Voice to All its Employees

In 2018, FM Logistic undertook its digital transformation. Aiming for seamless collaboration across the 14 countries where the company operates, FM Logistic devised a central hub where employees can find all useful tools and information in one single place. FM Logistic and LumApps worked together to create the new platform, named Hello, available for employees across all countries, and is designed for mobile use, and personalization.



28 600+ Employees

70% Active Users

14 Languages

## About FM Logistic

FM Logistic is an independent, family-owned company that provides supply chain solutions for omnichannel commerce in the consumer, retail, cosmetics, industrial and healthcare sectors. Its services include warehousing, e-commerce and retail order picking, co-packing, domestic and international transportation, and control tower services. It operates in more than 14 countries in Europe, Asia and Latin America and employs 28,600 people.



## The Challenge

FM Logistic aimed to create a digital workplace that was collaborative, seamless, and inclusive.

- ✓ **Collaboration:** Within dedicated spaces and communities, employees are empowered to build links and collaborate across the organization. The community volume and engagement continues to grow steadily with some hubs connecting up to 500 people around the world.
- ✓ **Seamless knowledge sharing:** Hello facilitates vertical and horizontal communication. Providing quick access to work-critical information, resources and business tools, reducing search time and information loss.
- ✓ **Inclusion:** FM Logistic has adopted a dedicated mobile strategy with a strong ambition to connect everyone within the company. In early 2022, the team began rolling out the mobile app of Hello, giving all employees a voice - no matter their work situation or location.

### Why LumApps

FM Logistic’s goal was to build a new digital workplace, relying on LumApps for it’s employee experience platform and Google Workspace for productivity tools. Being a logistics company, a large part of FM Logistic’s workforce is deskless. With a mobilefirst strategy in mind, its vision was to assist employees in their daily tasks through the support of technology. FM Logistic and LumApps worked together to create the new platform, named Hello, in under 6 months. The platform provides a unified experience for all employees, no matter where they are.



### Key Use Cases

- ✓

**Personalization & Targeting**  
Thanks to the robust targeting features of the platform employees see only the most relevant information depending on their country or interest. Hello is supported in 14 different languages ensuring that all employees have access to the same information, with local specifications.
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**Communities**  
With over 150 communities, FM Logistic provides a dedicated space to all teams. Office workers and those in the field are able to ask questions, share ideas, interact and collaborate on projects, or simply participate in various interest-based groups.
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**Mobile App**  
Hello app helps connect more than 5% of FM Logistic employees through their mobile devices, especially frontline workers. Right at their fingertips, they can receive all the latest global and targeted local news, collaborate with their peers within communities and access all the work apps they need on a daily basis, such as their HRIS application.
- ✓

**Toolbox**  
Hello serves as a tool hub, centralizing corporate information and the latest news but also hosting the many work apps that employees need on a daily basis, such as their HRIS application. Employees now have easy access to all apps they need at their fingertips.

“ Frontline workers might be deskless, but they should definitely not be voiceless. We have more than 28,000 employees globally, and we can’t afford to have any team disconnected. Everyone should be able to join the conversation with ease. We were happy to work with LumApps to shape and test the development of this application.

Claire Schmauch  
Group Organization Development & Communication Director at FM Logistic

### Key Results

Hello is a collaborative tool that connects all FM Logistic employees to the same information hub, which is linked to all the Group’s tools. This platform has become the reference platform within the company for sharing information at all levels. More local contributors are trained each year, allowing the platform to be enriched with content adapted to each target.

2,7M+  
Pageviews  
per year

63K+  
Mobile Pageviews  
per year

Employees  
connect every  
2-3 days

74,4%  
Retention rate

Community  
Engagement  
per year

2400+  
new posts

3500+  
comments

23K+ likes



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

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