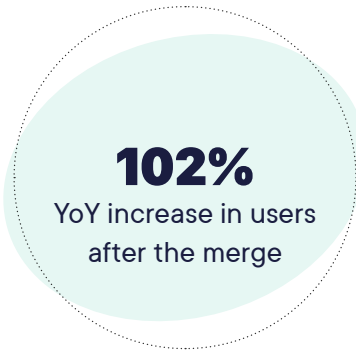
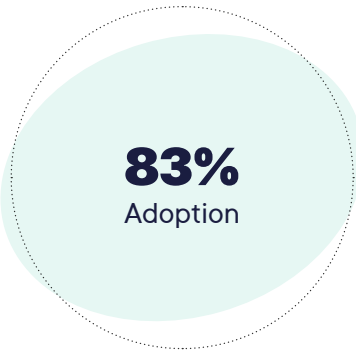




Driving Change and Integration Communication Through a Centralized Digital Hub

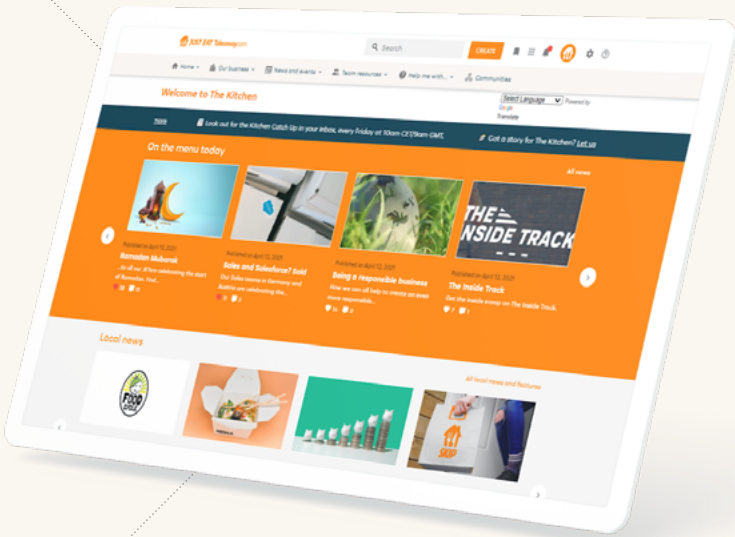


Stepping into 2020, Just Eat Takeaway.com had just announced their business merger bringing more than 8500 employees together. Merger and acquisition communication challenges included moving a huge number of people to new ways of communication, ensuring change and integration communication and helping people feel connected to the new business and colleagues. Just Eat Takeaways’ goal was to provide a single communication platform for all employees of the newly created business.



About Just Eat Takeaway.com

Just Eat Takeaway.com (‘JET’) is a leading global online food delivery company, connecting tens of millions of consumers with nearly 250,000 local restaurants through its websites and apps. Headquartered in Amsterdam, the company was created in January 2020 by bringing together two of the world’s most successful food delivery firms: Takeaway.com (founded in 2000 in The Netherlands) and Just Eat (founded in 2001 in Denmark).



The Challenge

Moving a huge number of people to new ways of communication is a challenging task on its own. The new platform had to reunite users and information from three different sources and serve as a single communication platform to all employees of the newly created business.



Takeaway.com
Intranet portal based on Google Sites

Just Eat intranet platform’
The Kitchen’ powered by LumApps

Skip (Just Eat’s subsidiary company)
intranet based on Wordpress

Why ‘JET’ Chose LumApps

‘The Kitchen’ was set up in 2018 with support from the business’ own technology team working with LumApps and Netpremacy. Over three years it had become the ‘go to’ place for news and information for Just Eat colleagues. Given the strong user metrics, it was decided to leverage the existing set-up, functionality, security and design approach of The Kitchen for the whole of Just Eat Takeaway.com.

Key Use Cases

- ✓

Task-based navigation
- Easy access to all business online tools through an app drawer and a ‘task-based’ navigation
- Inherent Google Cloud Search allows users to find content, emails, calendar invites, files and conversations directly from the intranet
- Time and energy, allowing employees to focus on business operations and improving productivity
- ✓

Change communication
- Single source of information about the change programme Dedicated space for project information, documents and timelines
- Monthly global all-hands meetings with the CEO and Managing Board streamed directly through the platform
- Progress updates and executive interviews are all part of the editorial calendar
- ✓

Leadership and team visibility
- Online spaces for written or video leadership updates
- Spaces for teams to share updates relevant to particular groups in private In-built links to Slack groups keep top-down news and conversations connected
- In-built links to Slack groups keep top-down news and conversations connected

“The Kitchen has played a key part in allowing us to drive a clear and consistent message during a time of intense change (made especially difficult due to Corona-virus). It has quickly become part of the ‘everyday’ for JETers globally who increasingly visit for news, tools and fun, and who regularly use it to share their plans and successes with others across the world.”

Mark Tittle
Head of Internal
Communication at JET

- ✓

Employee-centered editorial strategy
- Personalized news delivered daily on user the homepage
- Large proportion of content ideas are submitted by JETers themselves, generating higher interaction and engagement
- ✓

Social connections
- Social communities embedded in the platform link groups by interests
- Quizzes and competitions to give people the opportunity to test their knowledge, share their photos and win great prizes.

The Results

All our key metrics are rising and the fact that people are coming online to read stories, not just because they have to — but because they want to — is great. There is always more to do, but we’ve seen fantastic results and great momentum.

Mark Tittle
Head of Internal
Communications at JET

13
Visits on average per
month per employee

2.1
New stories per
day per employee

2000+
Reactions on average
per month



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

Get in touch to know more!