



A multi-device Digital Workplace that connects employees across brands



In 2019, Galeries Lafayette decided to transform its internal communication tool. This project was strategic. In retail, the effort is at the service of customers. Offering a new solution to its employees was a new way of thinking and working. The chosen solution had to fit company culture and meet employees’ expectations. With LumApps, Galeries Lafayette designed a central hub for all employees: 360 Galeries.

+14 000
Employees

7 800
active users
per month

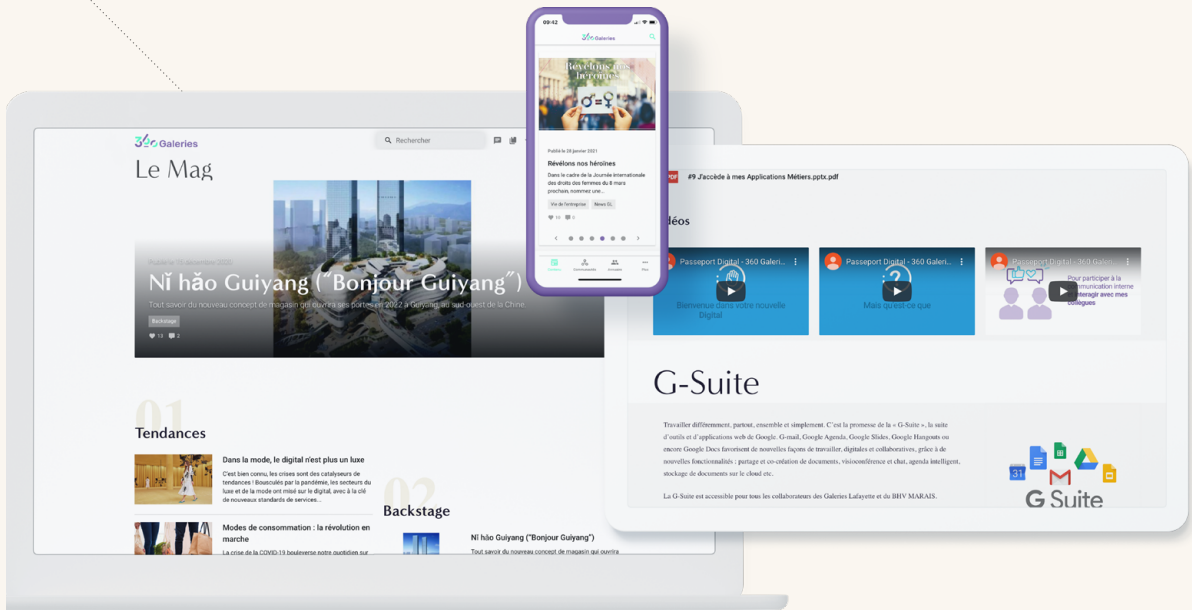
290
Stores

About Galeries Lafayette

Specialising in city-centre fashion retailing, the Galeries Lafayette group is a leader in omni-channel retailing that promotes the French “Art of Living” through its brands, in France as well as overseas. Strengthened by its architectural heritage and a strong innovative culture, the Galeries Lafayette group receives more than 60 million visitors every year in its 290 stores and e-commerce websites globally.

The Challenge

Before 2019, Galeries Lafayette had a homegrown intranet that was mainly used as a platform for document storage that was rarely updated over the years. Since the last redesign in 2012, it did not support social features, customization, or videos and it was not secure enough. Only accessible on office computers, this tool left behind a large part of Galeries Lafayette’s employees since 75% of the teams are deskless and work in stores. The only communication relays were local managers and in-person meetings. However, intranet’s adoption was high and employees showed a real appetite to consume content. Local initiatives emerged (private accounts on Instagram and Facebook, a dedicated mobile app, whatsapp groups...) but were not scalable. As a result, communications were inconsistent and siloed, with varying sources of information.



Why Galeries Lafayette chose LumApps

Galeries Lafayette was looking for a new tool to:

- Inform all employees of corporate and local news
- Include all employees with a tool available on the go and in stores
- Be 100% autonomous: flexible tool with no coding skills required

LumApps allows Galeries Lafayette to choose the best solution to its needs. With LumApps, Galeries Lafayette designed a central hub for all employees, gathering corporate information and local news. All content is personalized and employees can find the right information at the right time, based on their profile and business unit. This new hub is now the single entry point to business applications, corporate documents, HR materials, and news for all employees.

Another major improvement: deskless workers have access to Galeries Lafayette intranet as well, thanks to a mobile-responsive tool.

Key Use Cases

✓ Customer Voice Corner

In retail, the customer is always the primary concern of employees. To keep the intranet business-oriented, Galeries Lafayette shares NPS and store’s KPIs directly on the homepage. In this way, employees stay informed and are aware of the impact of their work.

✓ Digital Magazine

Galeries Lafayette used to print a magazine with latest trends, stories about the industry or feature employee profiles. Today, the magazine is digital and built-in to their intranet, which provides much more flexibility. It took three months to create it, and now the company can quickly update or publish new content.

✓ Editorial Communities

A group as Galeries Lafayette grows regularly. The flexibility of the tool enables it to welcome any new brands in the company and give it a dedicated space in the intranet very easily. The new entity takes advantage of corporate news while having and customizing its own page, without any dedicated communication team.

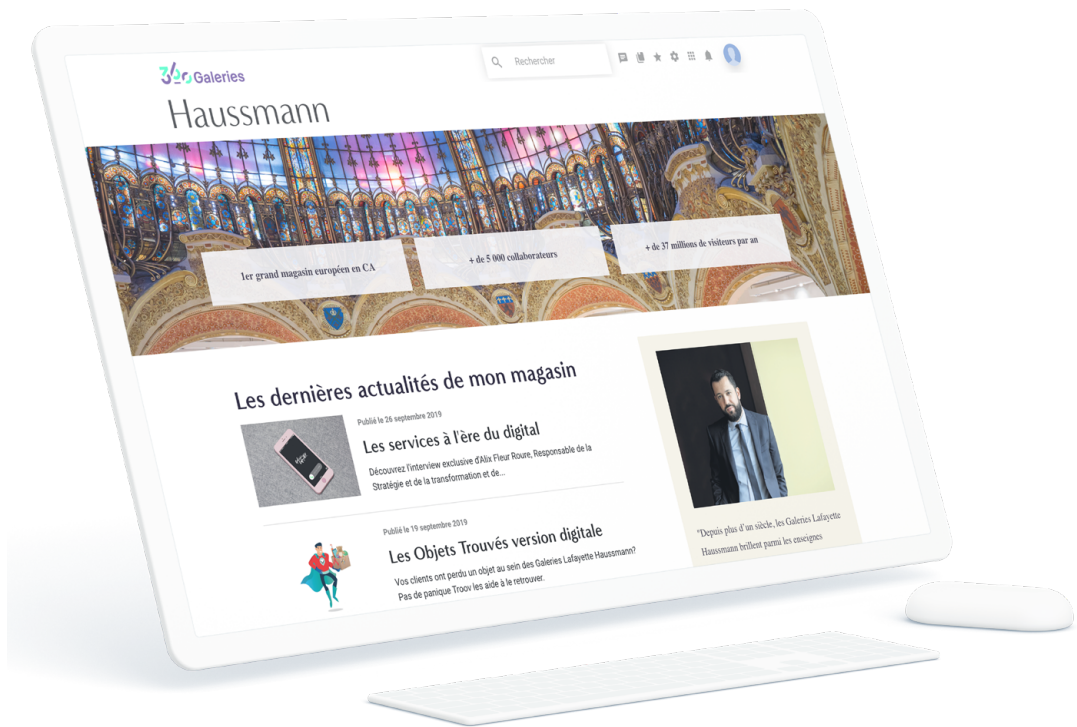
✓ One group, many brands

The solution is very flexible and allows employees to connect from many devices, including store smart-

phones that Galeries Lafayette is progressively equipping its vendors with.

✓ A mobile experience

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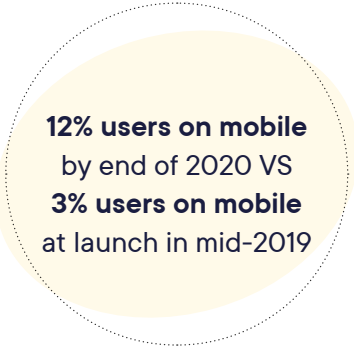


The Results

“ This new tool is fully in line with our transformation process by making it possible to improve the connection between all our points of sale and thus improve our network operations. It is also a solution that finally allows us to unite all in-store and warehouse teams that do not own a computer. In the face of rapid changes in the retail sector, it has become essential to equip these employees who are at the service of our customers. With the introduction of new technologies in stores, such as tablets, we need to promote easy access to information, collaboration and sharing of best practices as close to the field as possible.

Marie-Laure Tsimbidima,
Training and Internal Communications
Director at Galeries Lafayette

Key stats



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

Get in touch to know more!