



Essilor introduces digital workplace rallying employees worldwide

To cope with the increased need to rally huge numbers of employees around the core principles and values of the company, in June 2019, Essilor introduced “We See” their new digital workplace connecting employees across the group. A home to all business applications and tools, corporate and local news, We See unites subsidiaries and locations under a single platform.

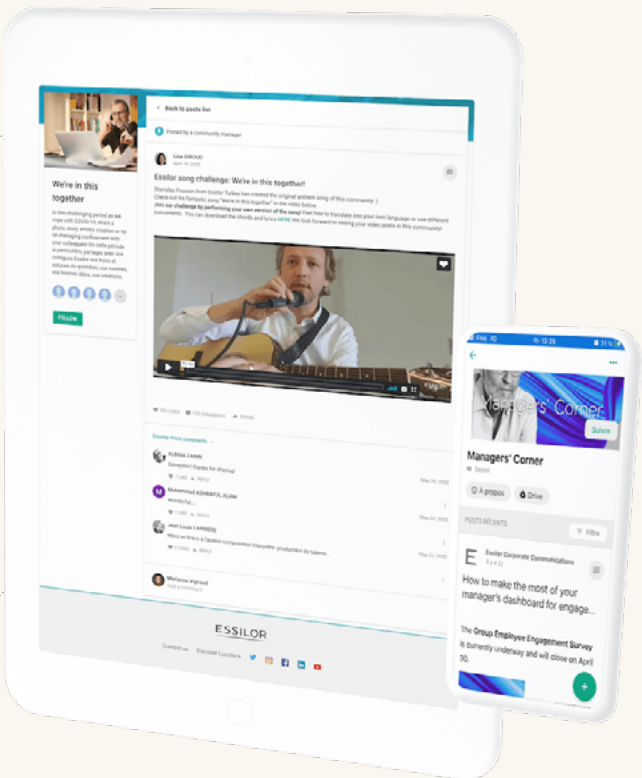
We See is an innovative platform embodying Essilor’s values and providing a personalized employee experience on both a desktop and mobile, ensuring access from the office but also in the field.



About Essilor

For more than 170 years, the Essilor Group has put its expertise at the service of good vision in designing, manufacturing and distributing a wide range of lenses and optical equipment to improve and protect eyesight. Essilor Group is the leader in its field, providing solutions seen by professionals and consumers as the reference in the correction, protection and prevention for visual health.

The Challenge



Thanks to the implementation of Google Workspace across the group in 2011, Essilor started building its intranet network using Google sites. However, a few years after its launch, the communication team realized the tool was not responding fully to their need to evolve and revolutionize the internal communications assets of the group. The lack of automation and translation systems appeared as a blocker for optimizing the workload of the communications teams. Employees were able to create Google sites easily, but it quickly led to a chaotic arborescence as governance and editorial rights were difficult to manage.

Why Essilor Chose LumApps

“ We looked for an easy-to-use and more collaborative solution, with the ability to provide personalized content to users, integrate work tools, create communities and facilitate interactions. Lumapps was the right solution for us!”

Remy Gueguen
IT Service Manager, Personal and Collaborative Solution SI at Essilor

Key Use Cases

✓ Localization

All corporate and business news are published both in English and French, while further providing the option of end-user-translation to local languages. Moreover, local sites are governed by local teams using native languages to ensure employees’ ease of use and quick adoption.

✓ Personalization

The access to different sites and content targeting is set according to users’ unique profiles. Access to the platform is also personalized depending on employees’ professions, thus even frontline employees that don’t have a work email address can connect using a Google Cloud ID access on both mobile and desktop.

✓ Centralization

Employees have visibility on all business activities across locations and subsidiaries thanks to a centralized communication hub. Regular updates are published in the News Center and sent through bi-monthly newsletters to boost platform adoption. We See serves as a door to all business tools and applications, allowing them to centralize operations through the intranet.

✓ Collaboration

We See empowers employees to connect with colleagues from their team and beyond by providing collaborative spaces to exchange ideas and work together on various projects. With over 165 social and professional communities, employees can actively participate in initiatives and create a stable knowledge sharing environment.

The Results

“ Essilor is an international organization present in more than 80 countries worldwide. That is why it’s crucial for us to have a global platform that centralises all corporate and local communications. 2020 was particularly successful, through We See, we managed to federate more than 20,000 employees across different locations, observing a 51% increase of onboarded users by the end of the year.

Audrey Legrand
Associate Director, Corporate Digital Communications at Essilor

Essilor has a global vision to onboard all non-connected employees and drive daily usage of We See - their digital workplace portal. After the successful onboarding in 2020 of frontline workers in the United States, Mexico, Poland, Spain, Colombia, the company is highly invested in collecting user feedback and scaling the platform across all other locations and business units in Asia-Pacific, Russia and the Middle East.



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

Get in touch to know more!