



A Human-Centric and Innovative Digital Workplace Designed to Foster Collaboration



Since 2018, Gecina has been transforming and re-newing itself: a new headquarters that has been completely redesigned in terms of usage and quality of service, a new visual identity, the development of a relational brand «YouFirst», etc. Gecina therefore needed to bring a fresh approach, but above all to make their intranet platform a dynamic space, a single point of entry for all internal communications.

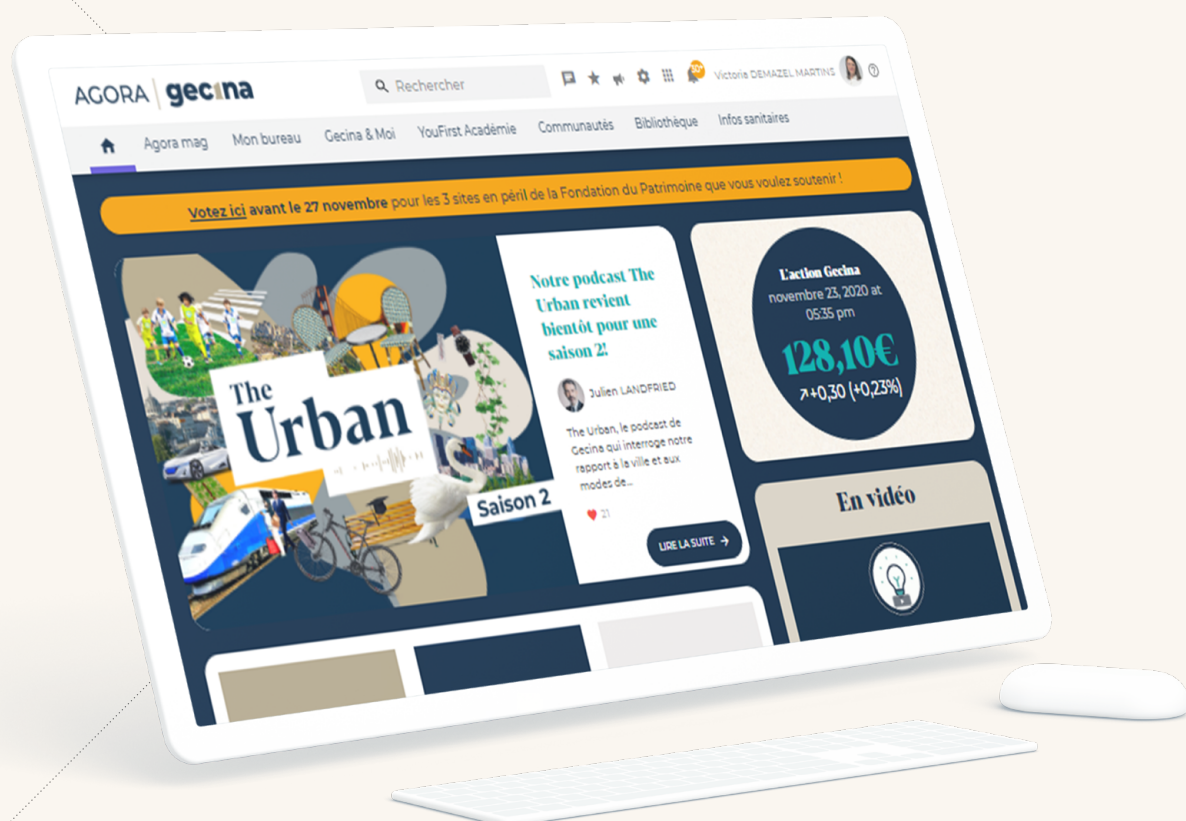
+500
Employees

410
Active users
average per month
from 513 users

+5
articles/week
published (on average),
generating 35 likes on
average per article

The Story

Specialists in centrality and practicality, Gecina creates innovative and sustainable living spaces. The real estate investment company owns, manages and develops Europe's leading office portfolio, nearly 97% of which is located in the Paris region; a portfolio of residential assets and student residences, comprising over 9,000 units. Gecina places innovation and people at the heart of its strategy to create value and fulfill its mission: «To share human experiences at the heart of our sustainable living spaces.»



The Challenge

By early 2019, Gecina sought to replace their out-of-date intranet. Their old intranet, dating back to 2015, was no longer able to meet the current needs of transmission and access to information. Gecina needed an intranet platform which empowers their teams to:

- ✓ **Centralize communication.** Offer a single source of information and avoid the need for numerous emails and newsletters from different departments within the group.
- ✓ **Carry out a content strategy.** To propose a real editorial approach with a coherent tone and style. Implement an ambitious editorial calendar to keep the platform active every day.
- ✓ **Engage users.** Offer employees the possibility to engage with content, but also offer them access to communities to encourage sharing and collaboration.

Why Gecina chose LumApps

To support their ongoing transformation, the project team wanted to offer a tool that was accessible to all employees (both at headquarters and in the field), and from anywhere (desktop and mobile), but above all, a social and collaborative Hub, that is fully integrated with Office 365. To achieve this they choose to work with LumApps.

How Gecina uses LumApps

✓ Editorial Strategy

The platform is designed as a real digital magazine. Each article respects the editorial style and the “Gecina tone of voice”, ensuring consistency across all content.

✓ Shortcut to Mobile

All Gecina employees – at headquarters and in the field – are provided with a mobile device with pre-installed and direct access to the responsive version of the platform.

✓ Employees Portraits

Each new employee is introduced by an article, featured on the home page. It includes a photo, career path information... but also information about their hobbies.

✓ Monthly Editorial Committee

Each month, the editor-in-chief and her team meet with representatives of each department to identify topics to be covered and incorporated into the editorial calendar.

✓ “Back to the office” Community

A space open to all employees, to share all useful information and best practices to support employees in their gradual return to the office.

“We have launched our digital workplace Agora in March 2020, at the time of the worldwide lockdown, in order to provide a “home” where we can gather and stay informed. It’s a platform for sharing information, experiences and learning for all employees working at Gecina. Agora is an essential tool for day-to-day work, fully integrated with Office 365, accessible from any desktop and mobile device. Today, Agora has become our in-house reference workspace.”

Julien Landfried
Executive Director of Communications
and Public Affairs, Gecina



The Results

Since then, the platform has been a real success and new developments have been planned, like integration of the media library, synchronization with the Workday HRIS tool, launch of an Employee Advocacy program to develop their employer brand and boost the adoption of communities. There are a lot of great projects ahead!

3min30

average connection
time / session

100%

of users have
connected
at least once



Gecina was accompanied by the content agency Wedocom, to work on the editorial strategy, and to help them develop the use cases and integrations most appropriate for their platform.



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

Get in touch to know more!