



**RayWhite.**

CUSTOMER STORY

# Ray White: Business Success Founded on Strong Culture and Employee Community

**Place** ·  **lumapps**  
**+Co**

## About Ray White



Australia



Real Estate



300+ corporate employees  
& 12K group members



1000 offices

Ray White is a household name in Australasia, a name synonymous with the property and real estate industry. Established in 1902 in the small Queensland country town of Crows Nest, Ray White has evolved into Australasia's most successful real estate business, with over 1,000 individual offices across Australia, New Zealand, Indonesia, China, Hong Kong, the Middle East and Atlanta USA. Last year, Ray White sold over \$44billion worth of property.

## Ray White's Digital Journey

Prior to LumApps, there was no intranet or collaboration space dedicated to Ray White Corporate employees. Communications were primarily sent via email or over Google Chat. Following a corporate virtual conference where Zoom chat was heavily used all day to connect with colleagues, it became apparent there was a need for a space where employees could connect to one another (without having to attend a conference).

For a company of approximately 400 plus corporate employees (including subsidiaries), **the need for space where people can collaborate, share knowledge and get information was well overdue.**



## THE CHALLENGE

### Key pain points

- No spaces (digital) for people to share, engage, and recognise colleagues
- Onboarding is disjointed as there's no central place that provides an overview of the company, including who's who and the history
- Hard to find key company information

### The need

- Establish a strong culture that can benefit from more inclusion, share culture across different offices
- Give the opportunity to employees to discover colleagues, teams and partners, who they are, what they do.
- Boost engagement through conversations and recognition
- Focus on employees wellbeing - a space to create awareness and house the Ray White Wellbeing Program



"TOGETHER has already had such a positive impact on our company by creating a space which connects colleagues across the country and internationally to our colleagues in New Zealand. While we've only really scratched the surface with how far we can take this site, the feedback from employees has already been overwhelmingly positive."

Natalie Hartz,

Head of  
Organisational  
Development,  
Ray White Group

# Employee Experience Platform

LumApps provides a platform that, once configured, could be self-managed without significant ongoing requirements for the IT Teams. This enabled the business to design and implement a solution autonomously.

Additionally, the complete integration of the solution with Google Workspace was a key differentiating factor over other platforms. Leveraging the data housed in Ray White's Google environment, they are now able to distribute information more easy and efficient to all our team members.

Ray White's technology environment encompasses bespoke real estate applications and custom-built applications to enable their corporate and franchise team members. Embedded within their technology offering is Google Workspace. LumApps

deep integration with Google Workspace was key to providing an environment where members could be onboarded automatically and immediately begin engaging in the platform.

The project was expedited on an already very short timeline. The goal was to have the framework, core content and a heavy focus on communities live for launch of "TOGETHER", the name of the platform, in September 2021.

To ensure the smooth implementation and success of the project, **Place&Co, a trusted LumApps partner**, provided support in setting up the platform as well as ongoing troubleshooting.

## Key Use Cases & Results

### Communities and Culture

Around 33 communities were established, some which by request of employees, demonstrating great engagement and platform adoption. The communities have taken off with over 53% of active users having contributed since launch and an average connection time of 6 minutes per session.

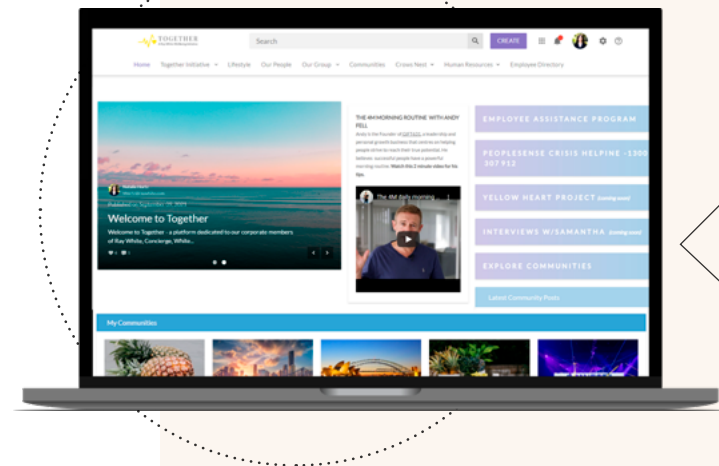
### Wellbeing Program

The wellbeing initiative has broadened corporate team's awareness of Financial, Mental, Environmental and Physical Wellbeing. The platform is a home for all of corporate initiatives that support these pillars.

**53%**  
Active  
Community Users  
(since launch)

**33**  
Communities

**6 min**  
Connection Time  
(average time per session)



## Next Steps

*Ray White's platform is constantly evolving by including more and more content to boost user engagement.*

*With the new functionality of video content management, through LumApps Play, Ray White wants to strengthen corporate communications and provide quarterly updates in a more engaging and effective way.*



**Your employees are unique.  
Thier experience should be too.**

Contact us to get a personalised introduction to LumApps

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