

Putting your Employees First

How LumApps Campaigns and Journeys empower your Communications and HR teams and improve each employee's experience



Agenda

- Employee Experience Today
- **Putting your Employees First:**
Campaigns and Journeys
- **Questions**



Mary Kaplan
Product Marketing
Manager



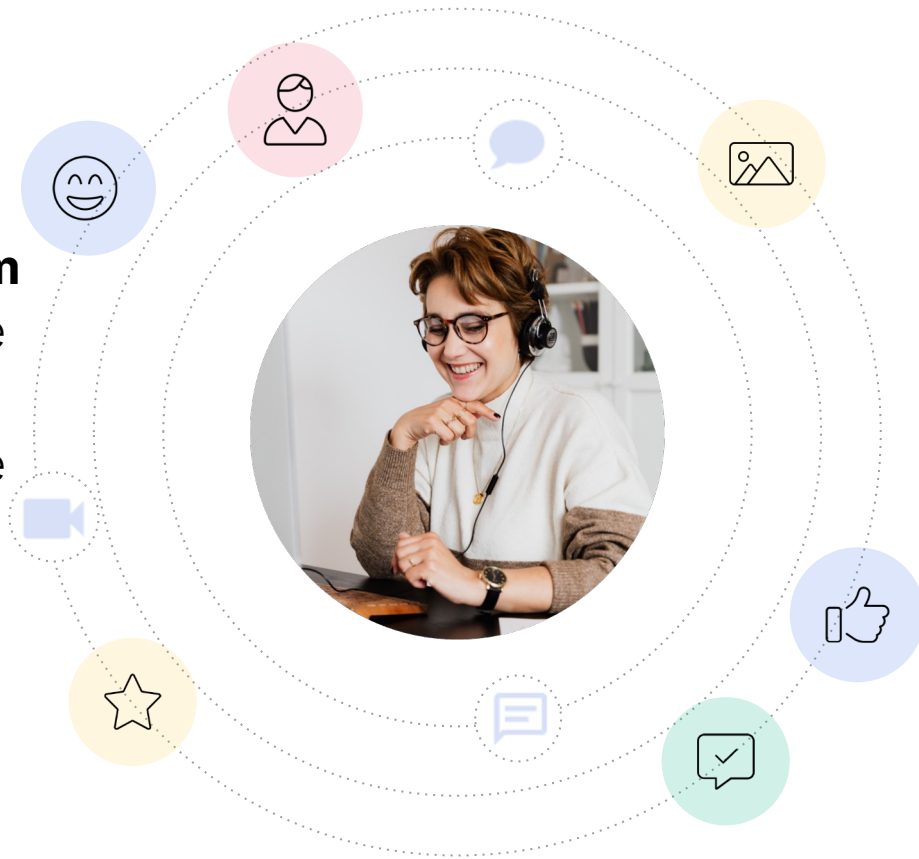
Employee Experience Today

Why companies are
investing in their
Employee's Experience



What is Employee Experience?

Employee experience is the **sum of all the interactions** – and the context of those interactions – that employees have across the **different touchpoints in their day-to-day work**



Why invest in employee experience, and why now?



44% of US employees are **actively seeking a new job** in 2022

Source: Global Benefits Attitudes Survey



36% of U.S. employees are **engaged in their work and workplace**

Source: Gallup



63% of companies say **retaining employees is harder than hiring them**

Source: Zenefits





“

Clients do not come first. **Employees come first.** If you take care of your employees, they will take care of the clients.

- Richard Branson

”

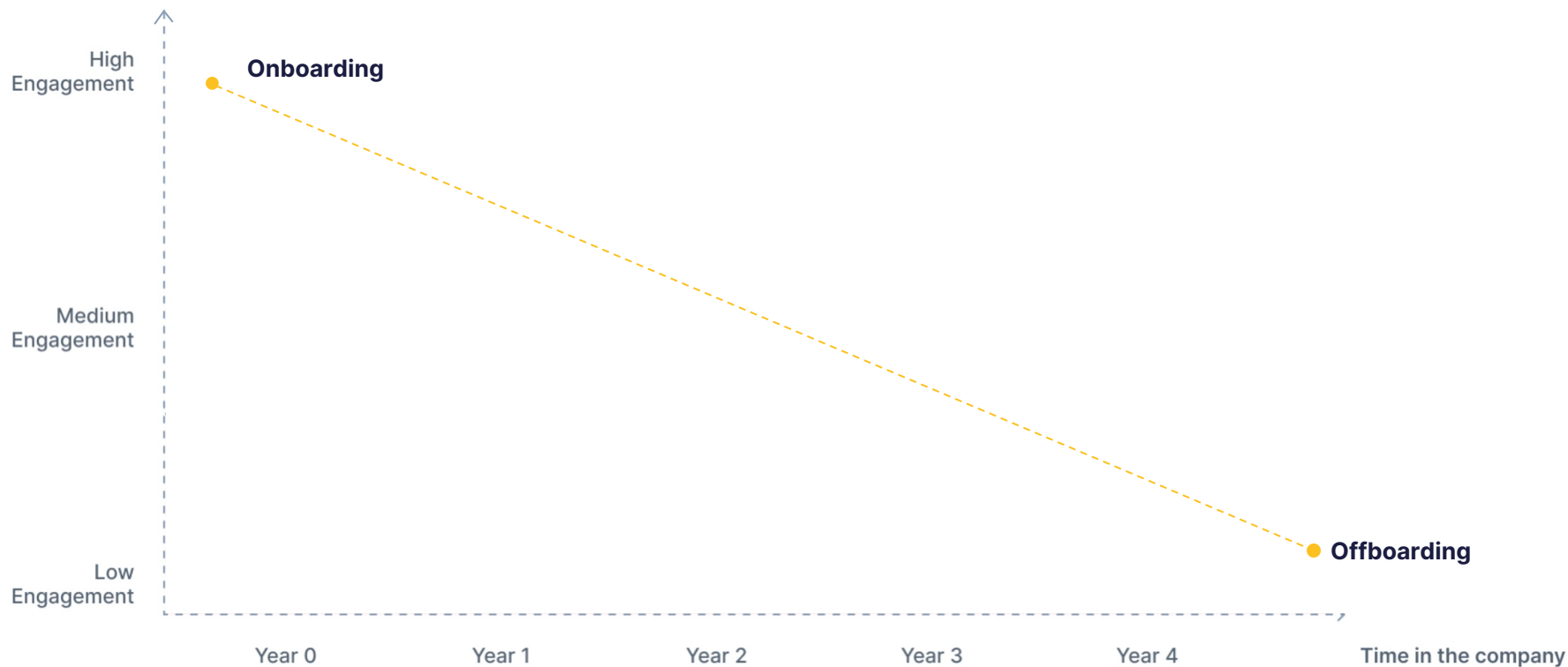




Challenges to Employee Experience



Most companies view employee trajectory as linear



"Make or break" key moments of a typical employee trajectory



This tends to fall to HR and Communications teams

You're asked to do more with less,
with a lack of tools or resources.

Improve

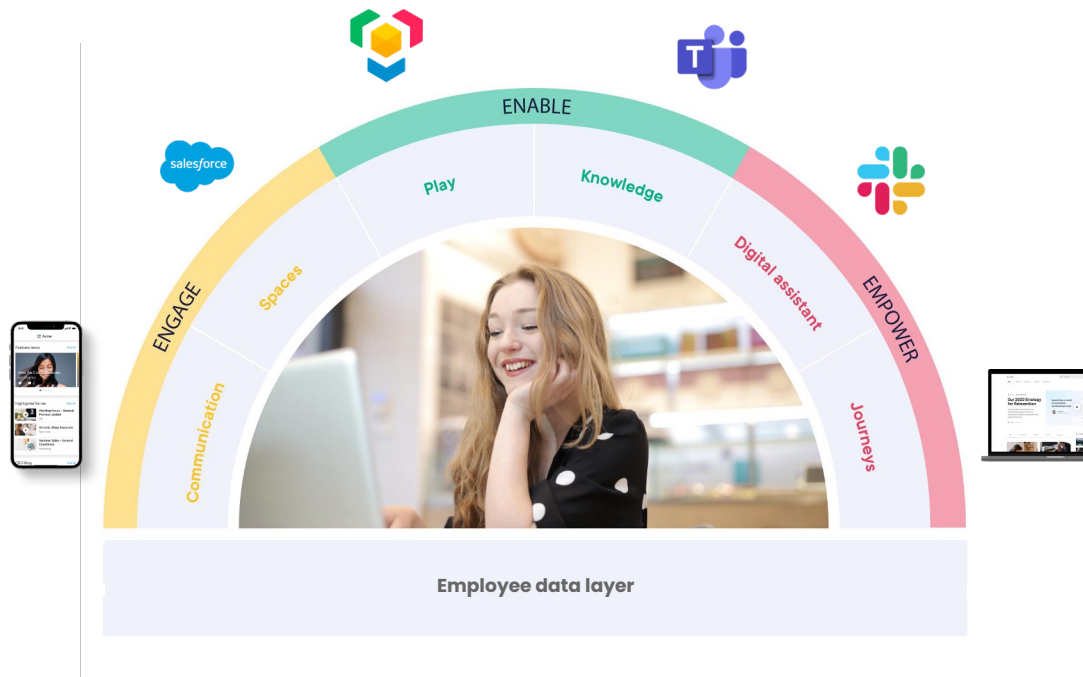
- ✓ engagement,
- ✓ enablement,
- ✓ empowerment,
- ✓ retention,
- ✓ company culture





LumApps, An Employee Experience Platform

Enabling top down, bottom up and peer to peer communications and collaboration with powerful integrations, applications, and video





Putting Your Employee First



Communication is key, but are employees getting the message?



Not for me

With so many communications everyday, I don't want to sift through information to find what's relevant to me



Too much information

Communication is constant, and overwhelming; things are getting lost



I didn't see it

The comms didn't easily reach me where I do my work



Align the workforce with **targeted messaging** and **timed delivery**

One to many communication strategy



Talk to the right
crowd
Segment your audience
and reduce noise



Think
strategically
Set goals, plan
communications and
take action



Multichannel
broadcast
Reach your audience
wherever it is

Intimate Employee Understanding

Each employee takes center stage



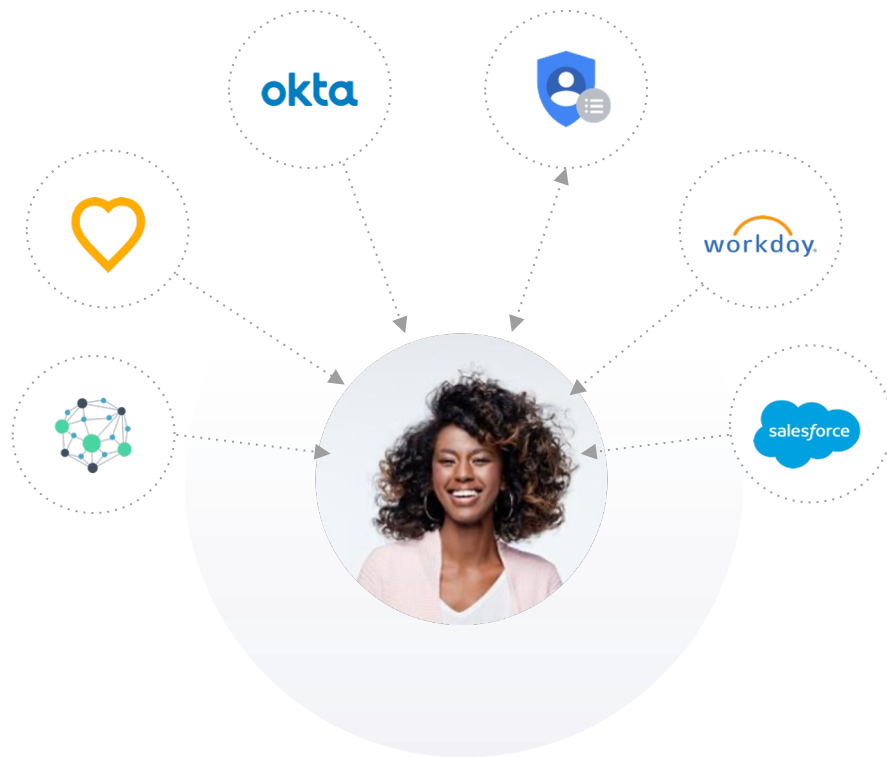
Dynamic segmentation



Broadcast to the right audience



Multi-channel, timed delivery



Day in the life - Planning a Company Retreat



Talk to the Right Crowd

We want each of our employees to be aware of the upcoming **Company Retreat**, which requires different actions per audience: employees, managers, and directors



Think Strategically

The Comms team can easily **set up a dedicated campaign per audience**, with clear expectations, instructions and actions. The Comms team monitors completion and readership over time



Multichannel broadcast

The campaign is scheduled, the goals are applied, and it's **broadcast across the right channels at the right time**.

Segment Audiences to Target and Broadcast Content



Talk to the right
crowd

Segment your audience
and reduce noise

Acme

Site

Segments

Segments

+ New segment

<input type="checkbox"/>	Name	Size	Updated by	Last update
<input type="checkbox"/>	All design teams	6 people	Jane Jones	Feb 23, 2022
<input type="checkbox"/>	All managers	45 people	Thomas Tidwell	Jan 03, 2022
<input type="checkbox"/>	Engineering FR	113 people	Thomas Tidwell	Nov 12, 2021
<input type="checkbox"/>	Engineering world	165 people	Thomas Tidwell	Sep 07, 2021

All design teams

Size
16 people are matching
Size calculate once at creation

Rules
Group is **Platform group: Team/ Product Designers**

Information

Created by	Thomas Tidwell
Creation date	January 14, 2022
Updated by	Jane Jones
Last update	February 23, 2022

← Create new segment

Discard Save

Rules

Attribute Operator Value

Business unit Is Human Resources

+ Or

AND

Attribute Operator Value

Team Is Managers

OR

Attribute Operator Value

Team Is Directors

+ Or

AND

Attribute Operator Value

Location Is Italy

+ Or

+ ADD CRITERIA

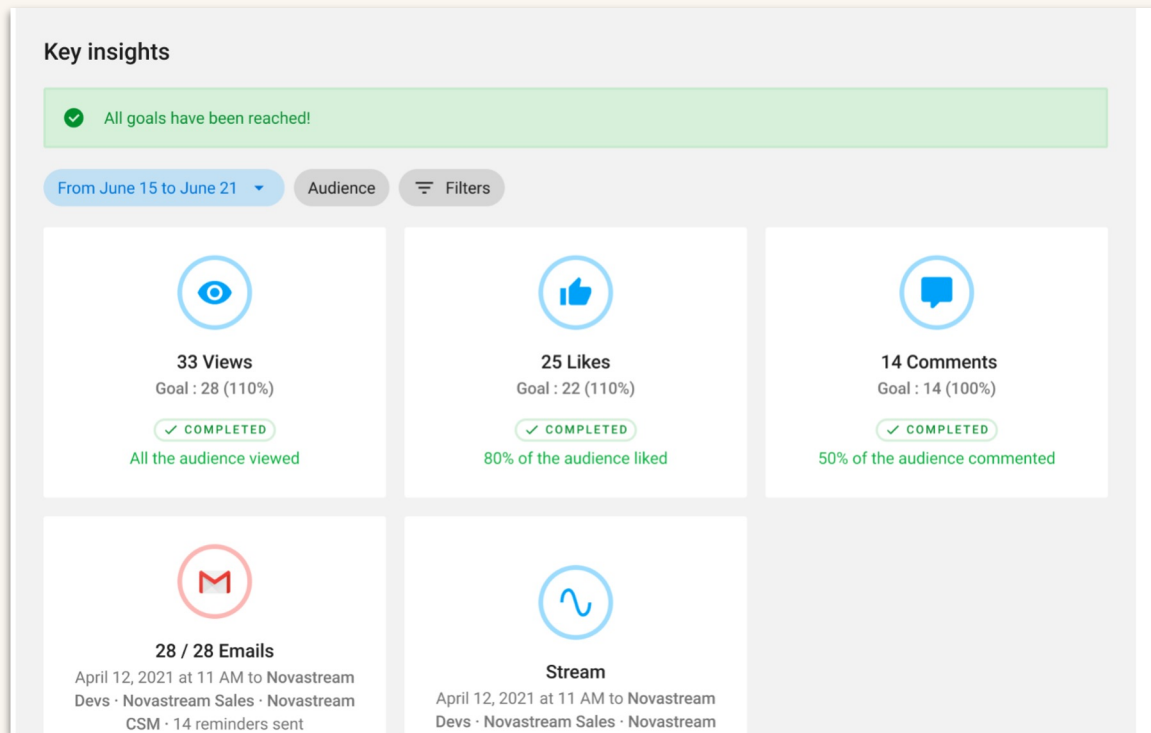
Set Goals and Gain Insights on Broadcasts and Campaigns



Think

strategically

Set goals and take
action



Meet Employees Where they Work



Multichannel

broadcast
Reach your audience
wherever it is

New step

Ressource

Article

Content

Video

Community

Google doc

Shareable content

Google drive

Youtube video

LinkedIn post

...

More

Goals

Views

Likes

Comments

Shares

...

More

Broadcasting channels

For each channels, you will be able to target a specific audience and to write a specific message.

Email

Slack message

SMS

Acme notification

Mobile notification

Stream

Promoted search

Navigation

Homepage Highlight

...

More



Axel 14 h, 30

Bienvenue dans l'équipe, Marie Lambert 🌟

Il est temps de découvrir notre [Livret d'accueil](#).

🔔 Si tu as des questions concernant ce document, rapproche toi de Marco Benitti, ton référent RH. Clique sur "Fait" pour poursuivre tes tâches d'intégration.

Fait 🟢

Me le rappeler

Aide 🟡



Axel Now

Hey Marie,

Cela fait maintenant une semaine que tu nous as rejoint !

Peux-tu nous confirmer que tu as passé en revue [le règlement intérieur](#) et complété ta formation de sécurité ?

Fait 🟢

Me le rappeler

Aide 🟡



Putting Your Employee First



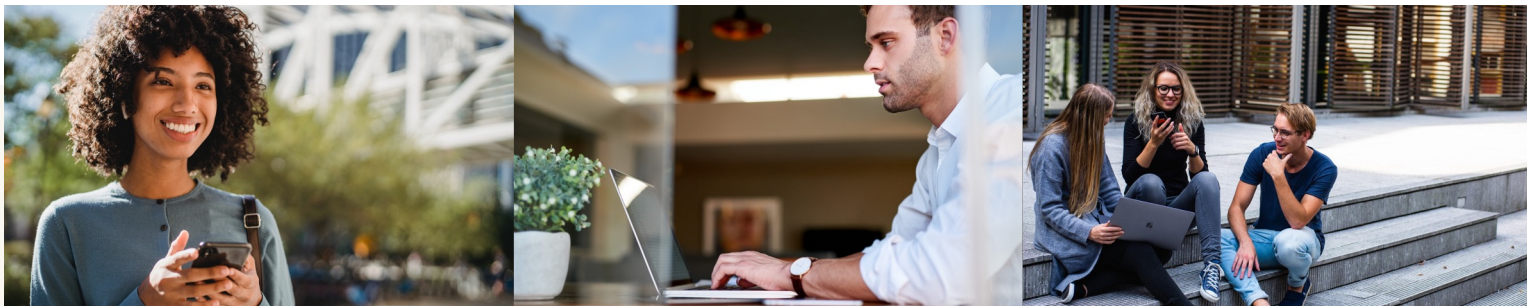
How your employees might be feeling?

I don't know where to start

I'm no longer who I was before

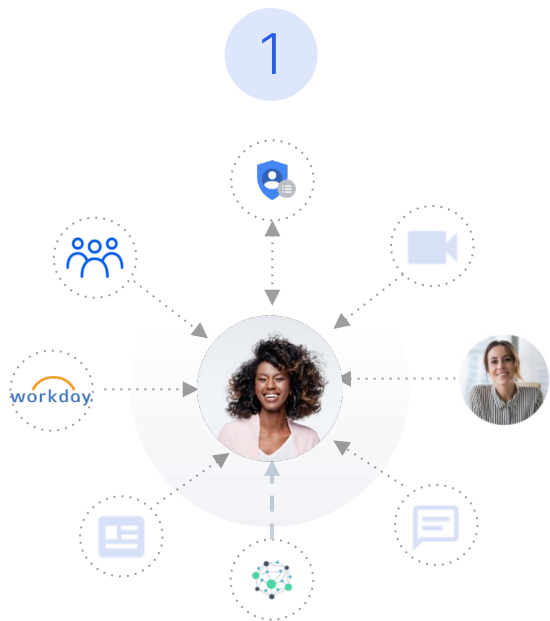
I don't want more work



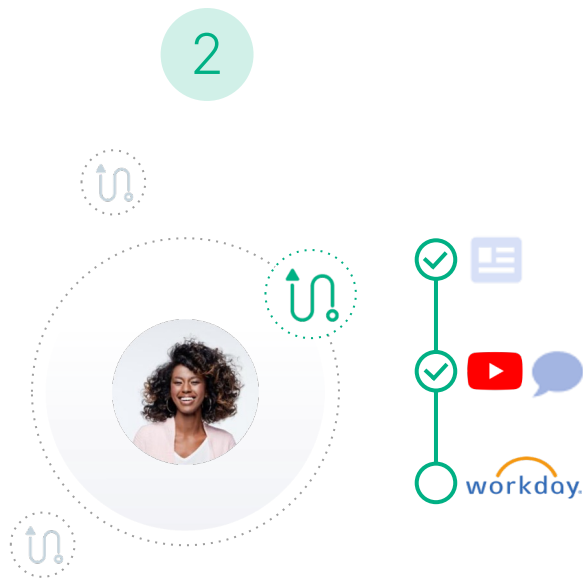


Guides employees through successful navigation of **key moments** in their employee lifecycle

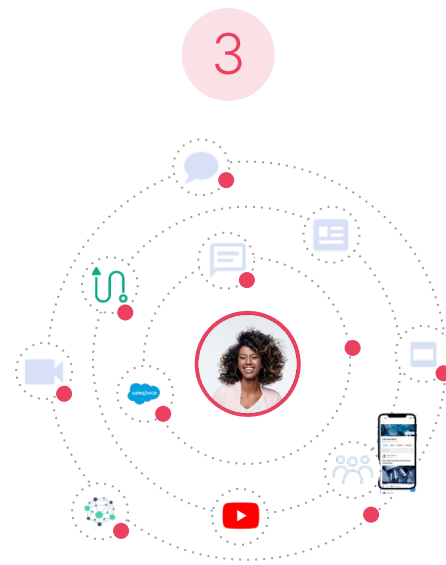
Orchestrate personalized journeys for each employee



Put the employee
at the **center stage**

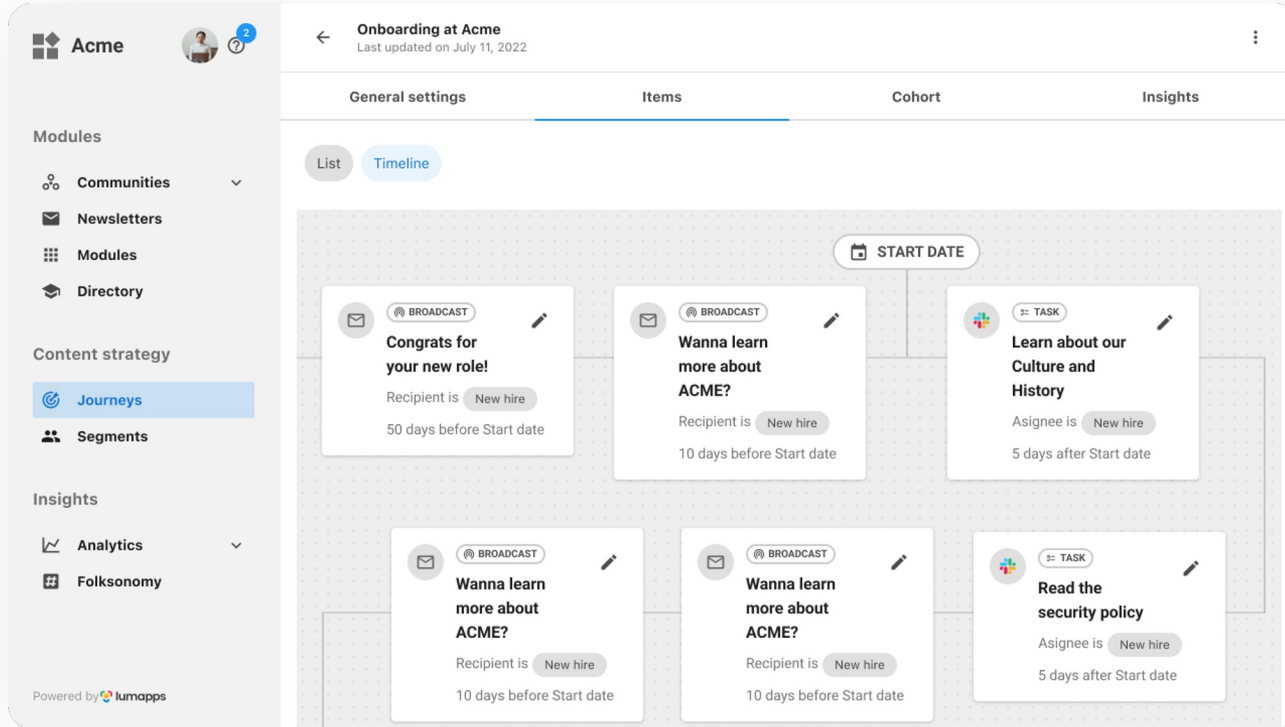


Easy to create
and smarter with time



Deliver in
the **flow of work**

Enhance your company's onboarding processes through personalized Journeys



Enhance your company's onboarding processes through personalized Journeys

The screenshot displays the 'Onboarding at Acme' interface. The left sidebar contains navigation options: Modules (Communities, Newsletters, Modules, Directory), Content strategy (Journeys, Segments), and Insights (Analytics, Folksonomy). The main content area is titled 'Onboarding at Acme' and shows a cohort of users. The 'Cohort' tab is selected, displaying a list of users and their journey completion status. The 'Items' tab shows the journey completion progress for the selected cohort.

Onboarding at Acme
Last updated on July 11, 2022

General settings | **Items** | **Cohort** | **Insights**

Cohort

Search

Antoine Chopin

Jeanne Onda

Emeline Mercier

Lionel Moizeau

Sebastien Boule

Quentin Veyret

Arnaud Weiss

Sarah O'Meara

Karim Ghanes

Stanislav Steyfinin

Estelle N'Guyen

Benoît Roussel

Juani Ignacio

Antoine Chopin
Engineering - Atlanta

Journey completion
65%

6/8
tasks completed

2/8
late tasks

Milestone 1: Discover

Completion

<input type="checkbox"/>	Collect laptop	Late
<input type="checkbox"/>	Take the security quiz	Late
<input checked="" type="checkbox"/>	Read rampup plan	Done
<input checked="" type="checkbox"/>	Meet my buddy	Done
<input checked="" type="checkbox"/>	Meet my mentor	Done
<input checked="" type="checkbox"/>	Read the security policy	Done

Powered by **lumapps**



ROI of the Onboarding Journey



Improve retention
and engagement

Cut attrition:
Losing an employee
costs **6 to 9 months of salary**



Save time

Automate an average
of **54 tasks** converting into
1 to 2 man-days saved



Accelerate time
to productivity

Reduce by **1/3** the learning
curve that lasts on average
6 to 8 months

Questions?



A modern office interior with a wooden floor, large windows, and several people. In the foreground, two people are blurred as they walk. In the background, a group of four people are seated around a long wooden table, working on laptops. A woman is standing and talking to them. To the right, a woman is sitting on a dark blue sofa, also working on a laptop. A large potted plant is near the windows. The overall atmosphere is professional and collaborative.

Engage, Enable, Empower.

The Employee Experience Platform