



Groupomania

Our company, a multinational retail corporation, is expanding by the day. We've grown by 100% over the last three years, and we now employ over 600 people.

CONTEXT

Six months ago, the company founders detected a decline in productivity. They quickly linked it to a lack of employee motivation and engagement. We have since taken action and set up a steering committee on well-being at work two months ago.

It is made up of a dozen people, including management representatives and employees. Its role is to send out surveys to employees and share the results with the Human Resources department to consider further action which could improve employees' well-being.

The most recent survey confirmed that some members of staff were not satisfied with the atmosphere at work. The following data was particularly eye-opening.

A FEW RESULTS FROM THE SURVEY (CONFIDENTIAL)

I would recommend Groupomania to a friend seeking employment.

The onboarding of new employees is satisfying.

The departments communicate clearly and regularly between each other.

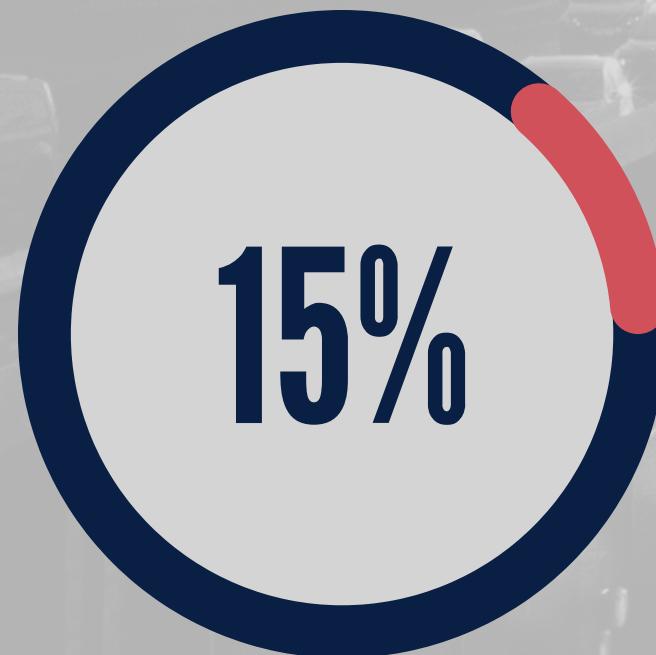
The workload is fairly and evenly distributed between colleagues



WHAT WOULD BE THE MAIN IMPROVEMENT YOU WOULD LIKE TO SEE IN THE COMPANY?



AN IMPROVEMENT OF THE
ATMOSPHERE BETWEEN COLLEAGUES



MORE INTERACTIONS BETWEEN
DEPARTMENTS

FOLLOWING THESE FINDINGS: A NEW PROJECT

The founders have promised to implement measures to improve communication between colleagues. Among other initiatives, we have a new project that we wish to entrust to CONNECT-E. It focuses on the creation of a modern and fun internal social network, that will allow employees to get to know each other in a more informal setting.

The steering committee has created a list of requirements for the tool's features, partly resulting from replies to the open-ended questions of the survey and partly from a brainstorm between the steering committee members. These features are detailed in the following slide.

SCOPE

Here are the requirements made by the steering committee:

- The presentation of the features must be simple;
- Account creation must be simple and possible from a mobile phone;
- A user profile must include very little information for it to be quick to complete;
- Account deletion must be possible;
- The tool should include an open forum where employees can publish multimedia content;
- The tool should include an open forum where employees can publish written content;
- Users should be able to easily identify unread posts written by other employees.

POINT OF CONTACT

All features will be approved during validation steps overseen by the Human Resources department.
We commit to organizing regular feature tests with company employees.

