

# Boost Innovation

## Link internal employees and external clients at CEPAL

*Caisse d'Épargne d'Auvergne et du Limousin (CEPAL) has made digital transformation one of the mainstays of its strategic plan in a bid to offer its 850,000 customers and 1,400 employees the best of both worlds, Human and Digital. In a move to boost innovation and streamline internal and external communication, the savings bank rolled out its blueKiwi Corporate Social Network: Place CEPAL.*

In 2013, Director of CEPAL's Strategic Plan, Quality and Communication, Laurent Soler kicked off the new strategic plan Ariane 7. Whether it is human or technological, innovation is the core feature of this ambition, developing new ways of communicating - faster, more seamless and more efficient. The Place CEPAL Enterprise Social Network has been up and running for several months now, playing a vital role in managing and promoting the change.

***"We needed a daily instant communication tool for a more streamlined and flexible system that would avoid the closed loops represented by e-mails."***

**Laurent Soler** - Director of CEPAL's Strategic Plan, Quality and Communication

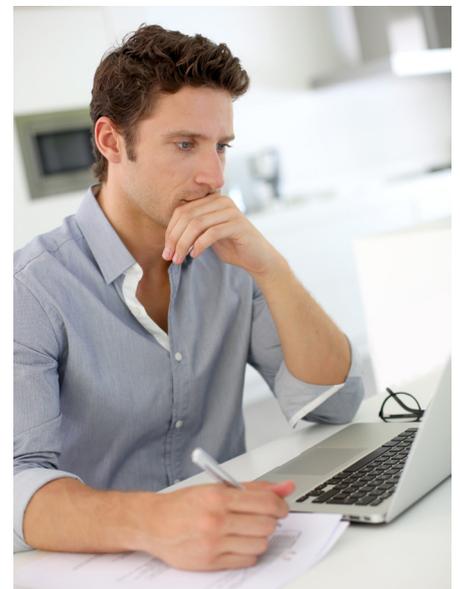
Place CEPAL has a dual objective. First and foremost, it is a flexible internal communication tool that can be used by all employees. Prior to the collaborative platform, CEPAL had only a newsletter distributed by e-mail every ten days and a hard copy magazine every quarter. The social network ushers in more streamlined daily global communication beyond internal staff, because the 300 Administrator customers (representing the 185,000 corporate regional banking customers) have their own space on the platform.

***"A digital transformation process for a 50-year old employee working at a rural branch is not something that comes naturally. Adoption has been boosted thanks to Generation-Y employees and the reverse mentoring initiatives."***

**Laurent Soler**

### Less e-mails

The social network also helps solve an organisational problem: **large volumes of e-mails**. The digitalisation of customer relations had made e-mail an essential tool for contact with customers.



In a bid to focus on processing customer requests, management is striving to limit internal e-mails as much as possible, and is increasingly using the Place CEPAL facility itself as an outlet for information. Staff invitations to events and meetings are no longer issued via Outlook - they are shared by all employees as postings on Place CEPAL. This makes feedback much easier to manage, and helps to noticeably save time and improve the well-being!

***«Place CEPAL unifies people to share common values.»***

**Nicolas Auque** - Executive Director  
*C m@ banque*





## Business and Project Communities

Place CEPAL is structured into two types of communities. In addition to the business communities (all managers, employees in charge of insurance products, female supervisors etc.), numbers of project communities are increasing. Most set out to boost cooperation and transversality in professional areas. Some examples are the spaces used to share and post knowledge modules concerning taxation, credit or new technology, or the Newcomers' Guide, with one dedicated community per class. Moreover, several extraprofessional communities on diverse hobbies like photography, music and sports have been created. These help the employees to get familiarized with the tools and learn to know each other in a different context.

## Integration with the existing ecosystem

The Strategic Plan and Communication Department has taken several measures in recent years to position the social network at the centre of the company and its exchanges

Place CEPAL has become the reference point for all internal events. For the first *CEPAL Electronic Show* (similar to a CEPAL branded digital day), a dedicated community has been created to allow the invitees to participate to a sweepstake, share pictures and feedback. The group has also revamped their training tools and launched several MOOCs where the platform is used as a flipped classroom to continue the discussion, share documents and push mutual assistance.

To boost usage even further, another step was taken to enhance the user experience, particularly access to Place CEPAL - a single sign-on connection facility on the intranet home page in 2014 gave all employees access to Place CEPAL in just one click, with no need to key in their user names and passwords. A mobile application was also introduced in 2015 - it is still mainly used by younger members of staff on their mobiles, and on top management's tablets and smartphones. Thanks to these developments, Place CEPAL has entered the daily workflow of the employees.

## And what about the future?

Laurent and Edouard, the main parties responsible for Place CEPAL, are not short of ideas for the future. The big challenge for 2016 is to turn readers into proactive users. One of the first successes is the increase in the number of active users over two years (six times as many), while the number of spaces has more than doubled, and in fact most calls for new spaces have come from employees. CEPAL's Enterprise Social Network adventure has only just begun...

***"Not only will our employees get used to the codes of social networks, which are increasingly used by customers, but all of them will also become more efficient and will feel better about their contributions. Place CEPAL can become a genuine social and economic performance tool."***

**Edouard Roche** - Head of Communication

### The most active communities

*Place à Vous*: the global community linking CEPAL's 1400 employees.

*Place Managers*: the Enterprise Social Network version of the former Managers' blog.

*Voy'elles*: the CEPAL female managers' community.

*Tous Ariane 7*: the community dedicated to all the updates on CEPAL's strategic plan.



Allianz

