

A blurred photograph of a modern office interior. Several people are walking through glass doors and corridors, their figures out of focus to convey a sense of fast-paced activity and movement. The scene is dimly lit, with light coming from the glass doors and windows in the background.

Make it real.

From chaos

to clarity

Transforming Viva Engage
into a strategic communications
powerhouse for 350,000 people.

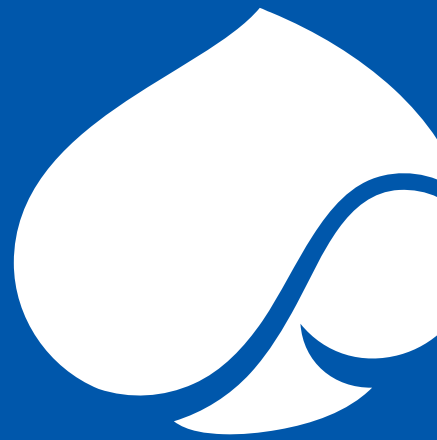
Capgemini 



Make
it
real.

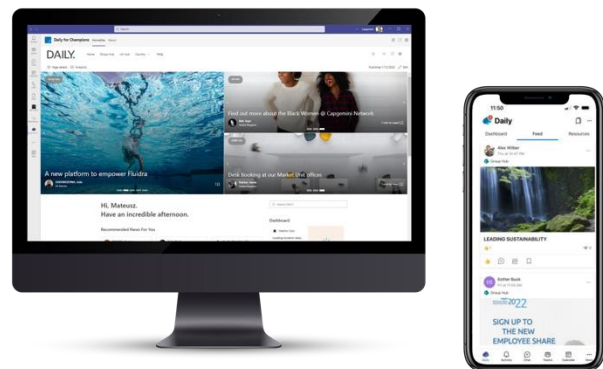
Meet



Capgemini 

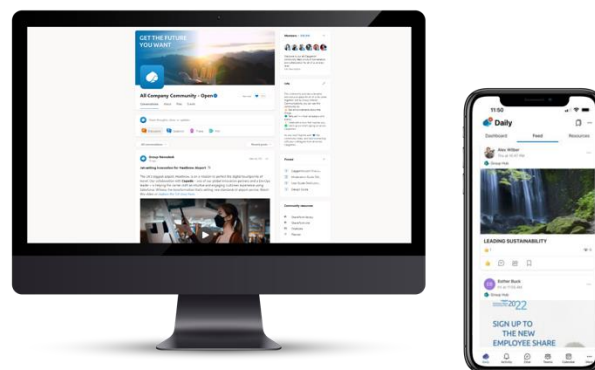


Rebuilding the conversation



Our new internal communications platform

Your go-to place to stay informed



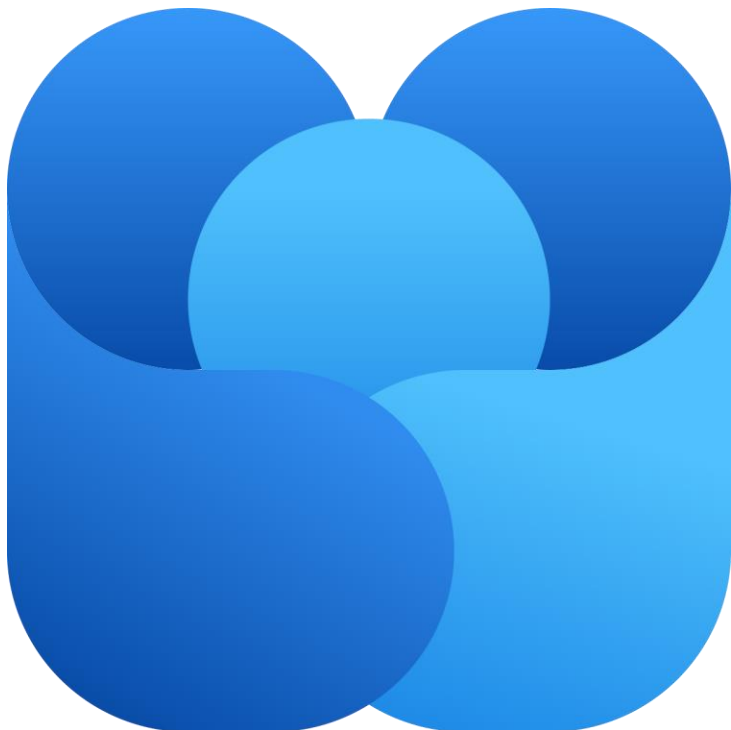
Our new internal social network

Come to engage with colleagues



Our new internal TV show

Watch to keep up-to-date



- Modernization
- Simplification
- Engagement

Viva Engage to the rescue



What we did



- Purpose
- Governance
- Content
- Leadership buy-in
- Training and testing
- Measurement

Clarity in action.

35k

Messages per month

to

20

Messages per month

Improvement in reach.

12,229

Avg. monthly views of
Global Innovation email
newsletter

to

32,680

Avg. monthly views in
Global Innovation
DAILY.connect community

Improvement in reach.

178

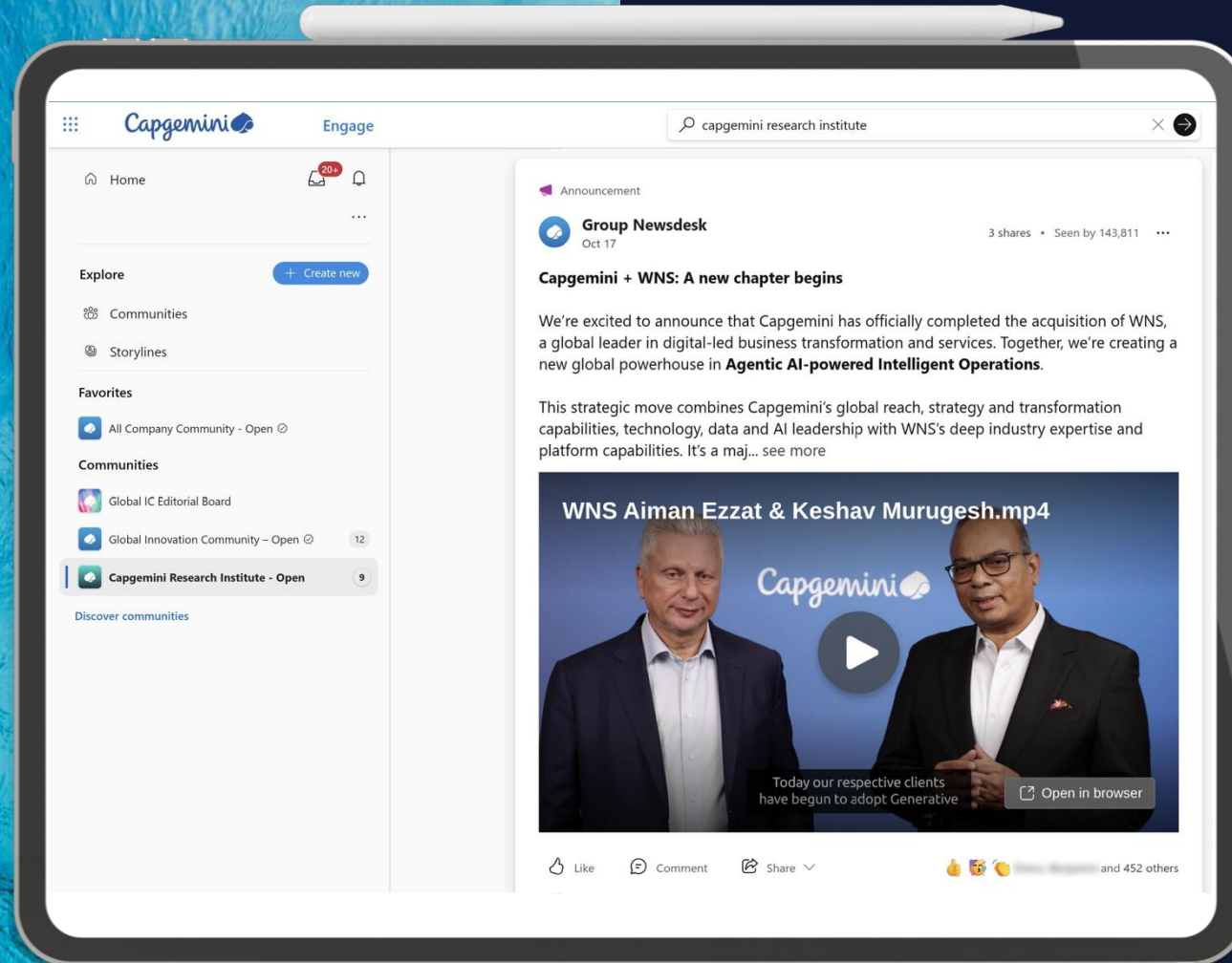
Avg. views of
articles in a country
on former platform

to

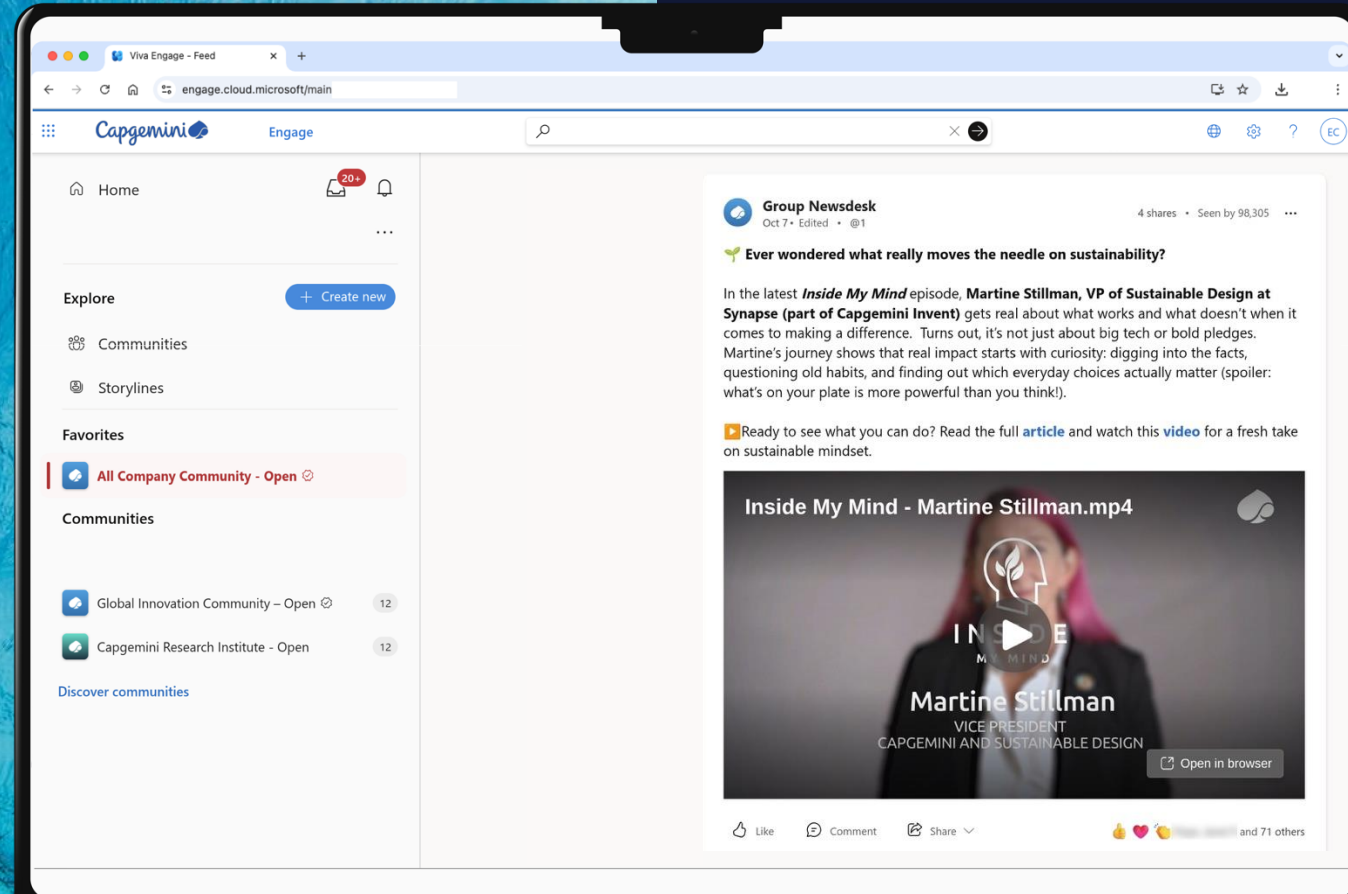
16,221

Avg. views of
DAILY.connect posts
from leaders in that
country

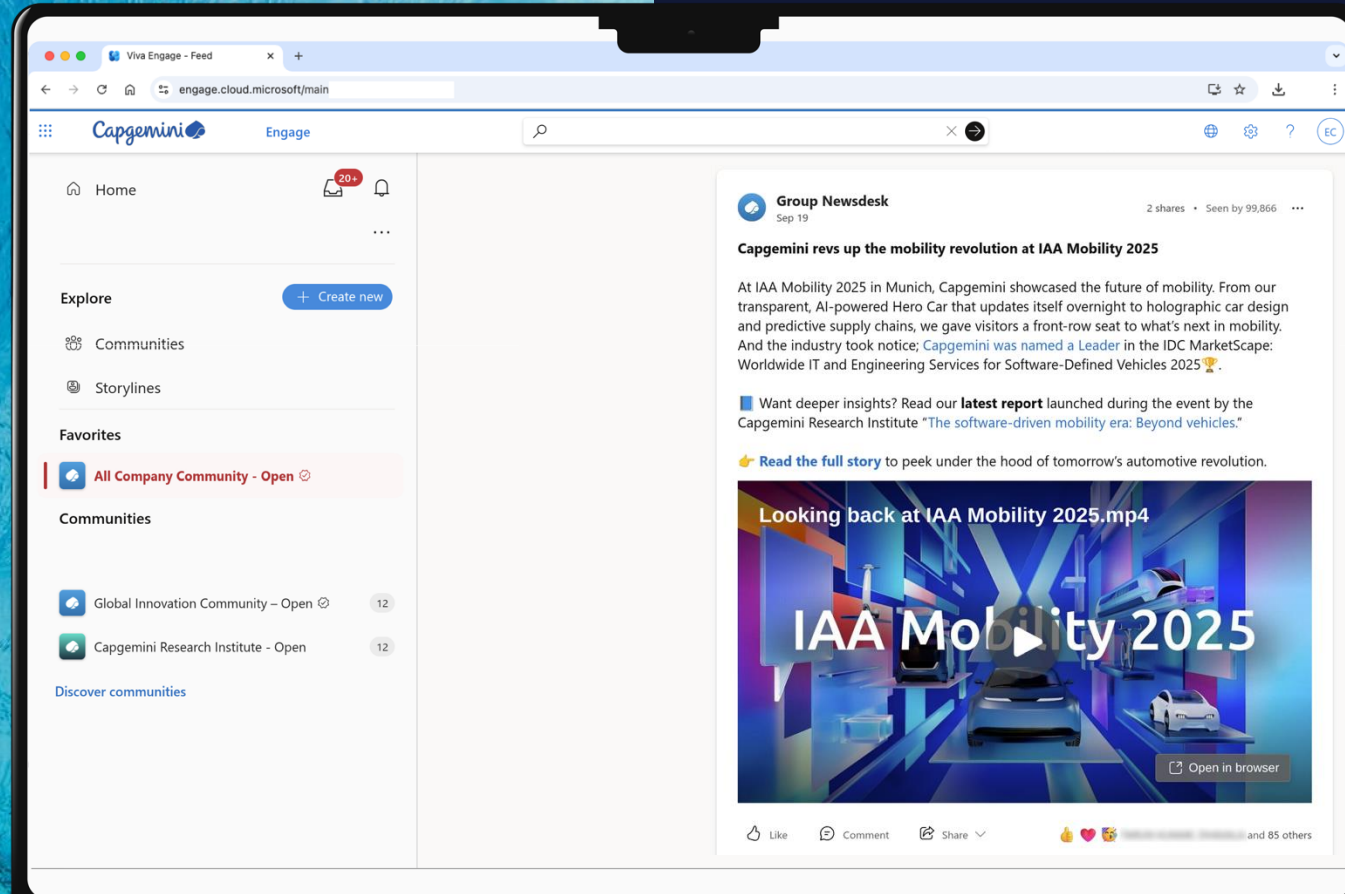
From strategic updates...



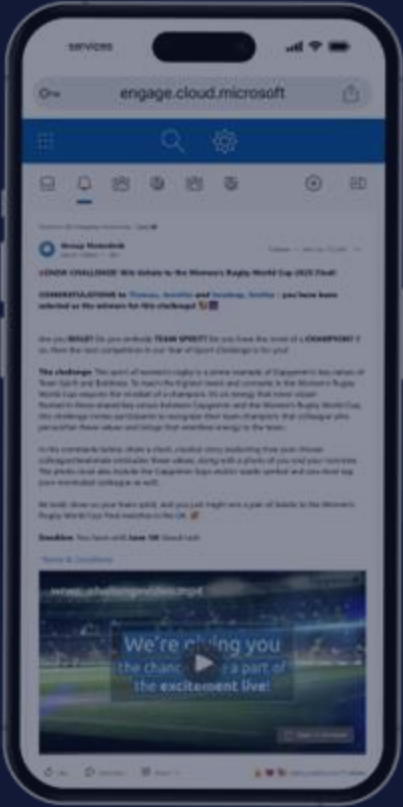
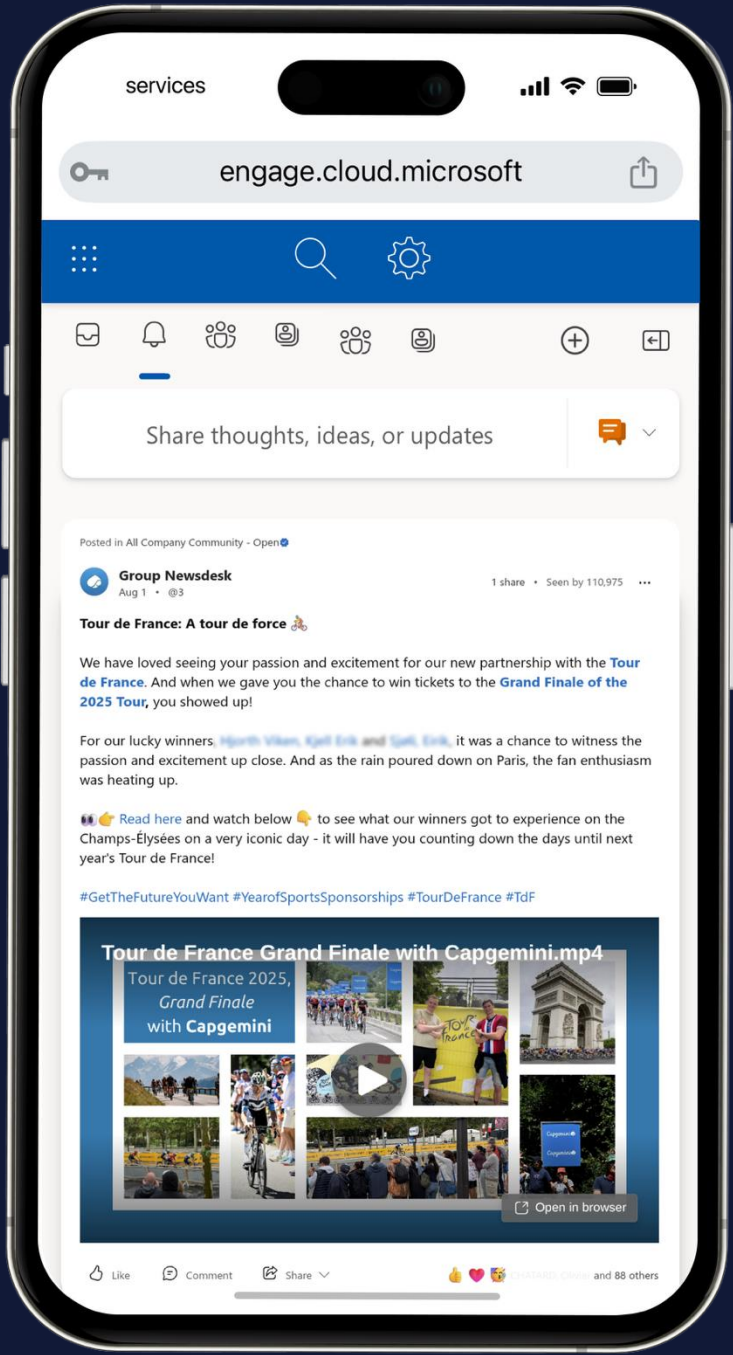
From strategic updates...



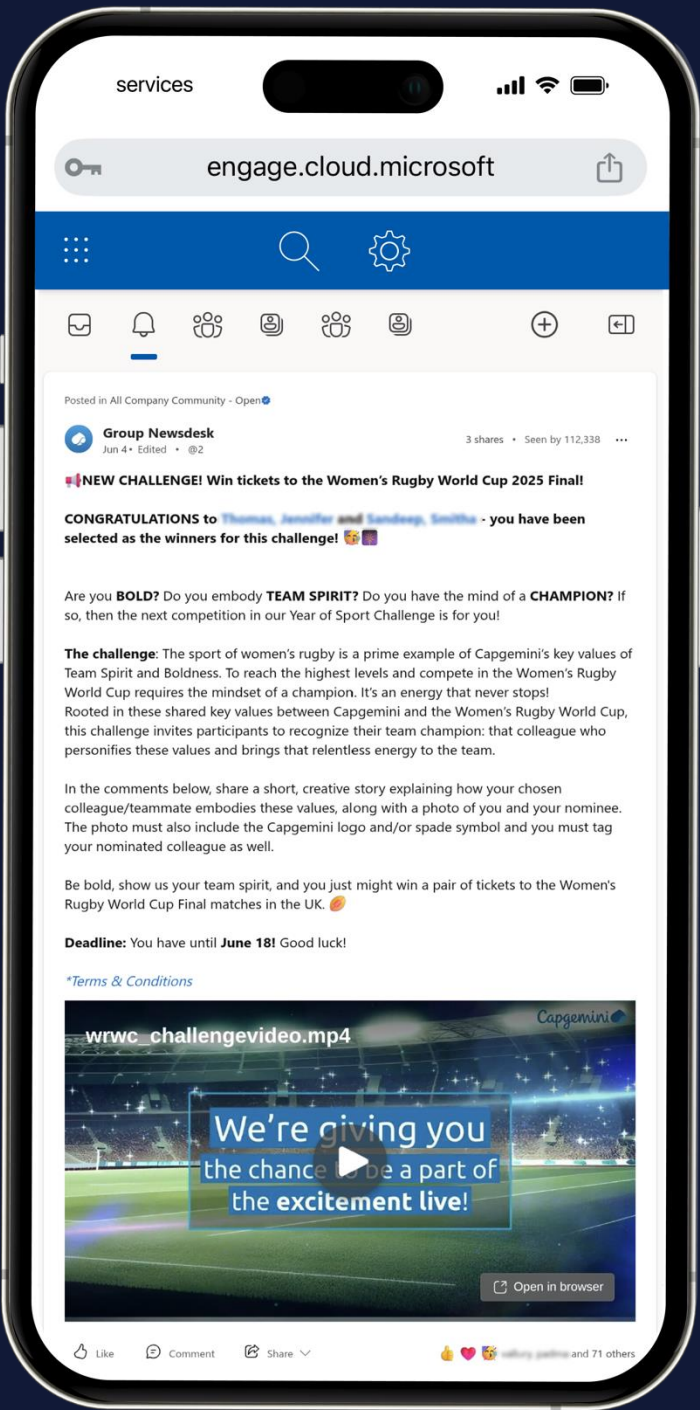
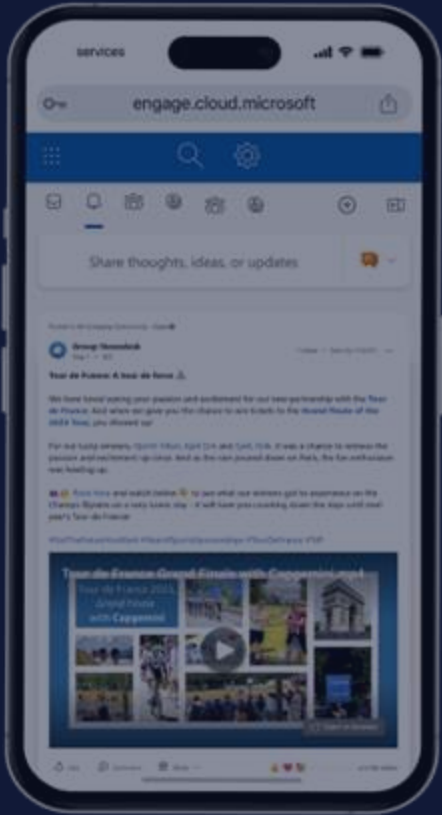
From strategic updates...



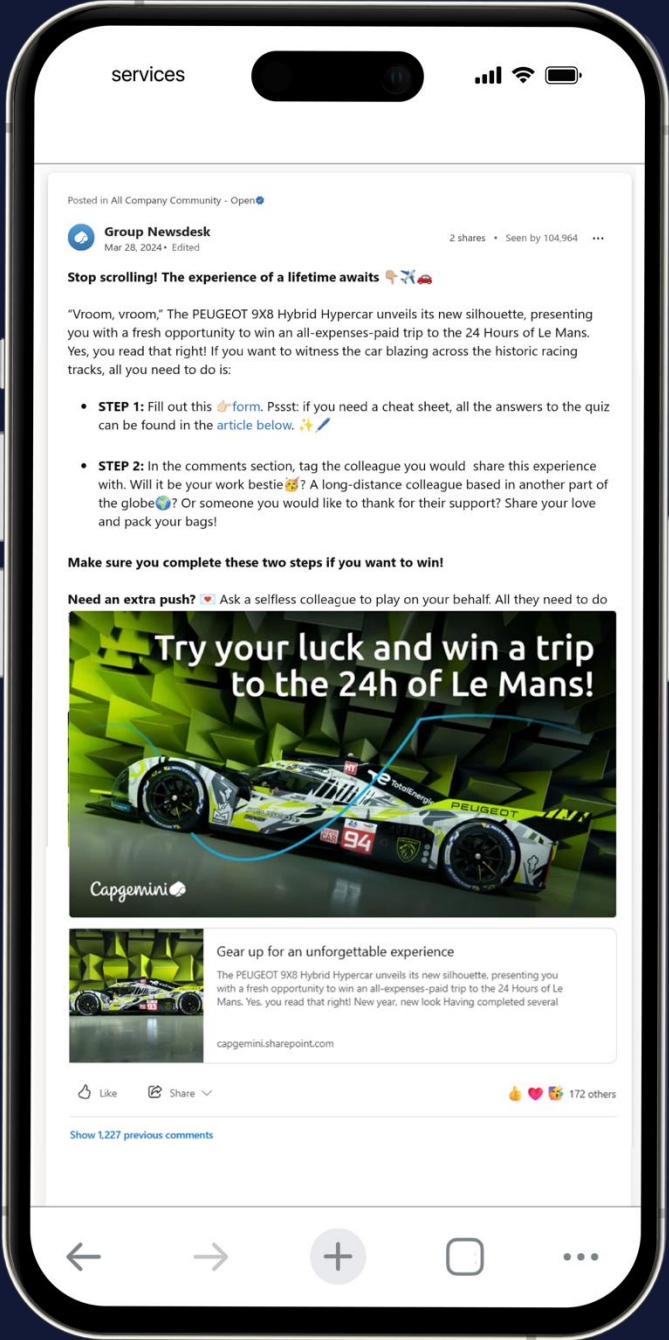
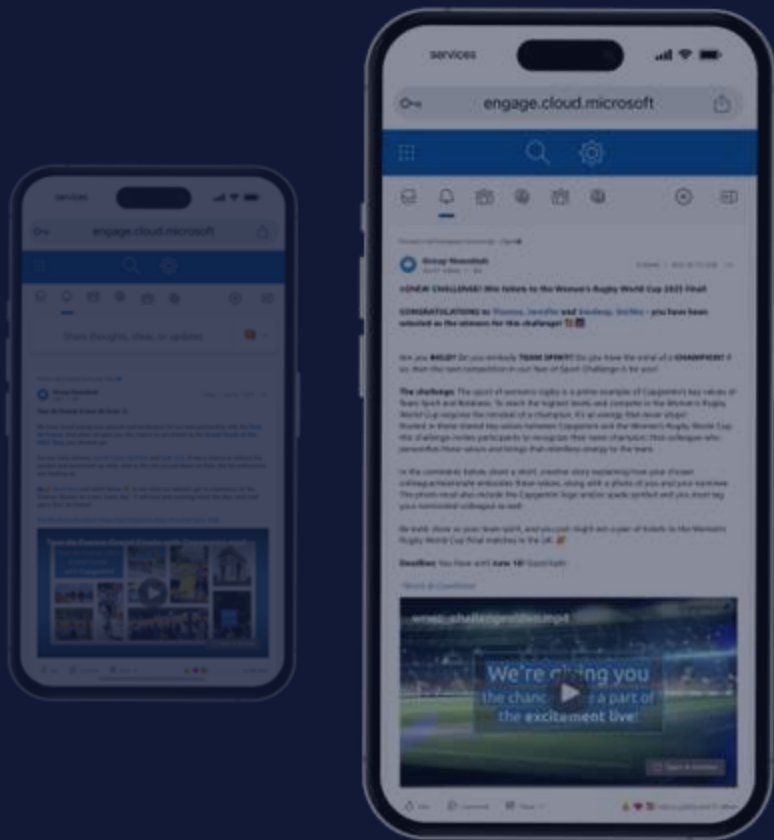
...to sports sponsorships



...to sports sponsorships

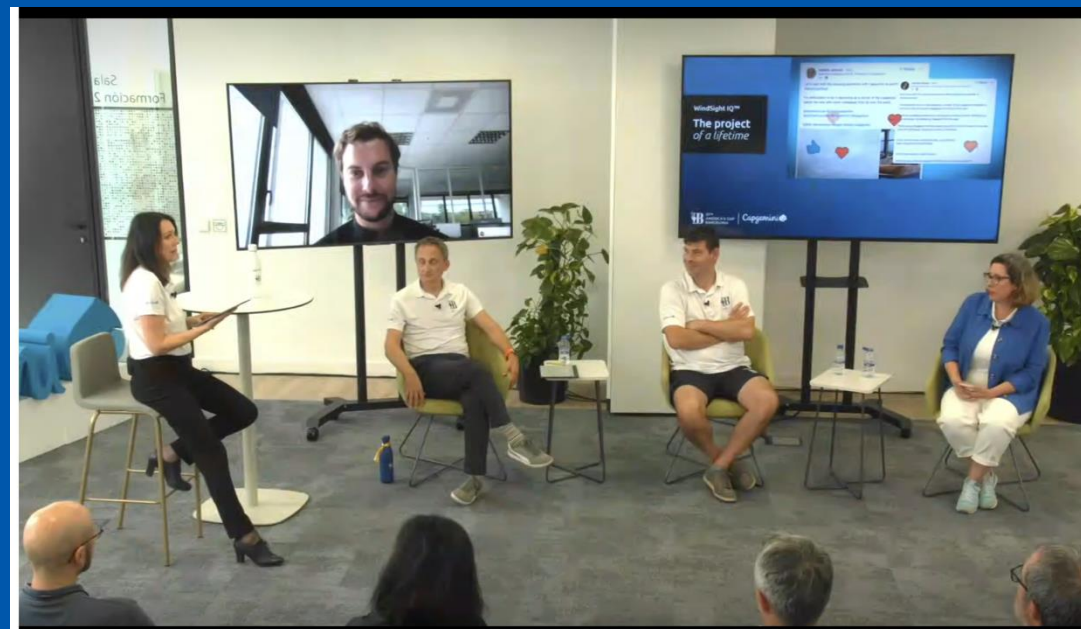
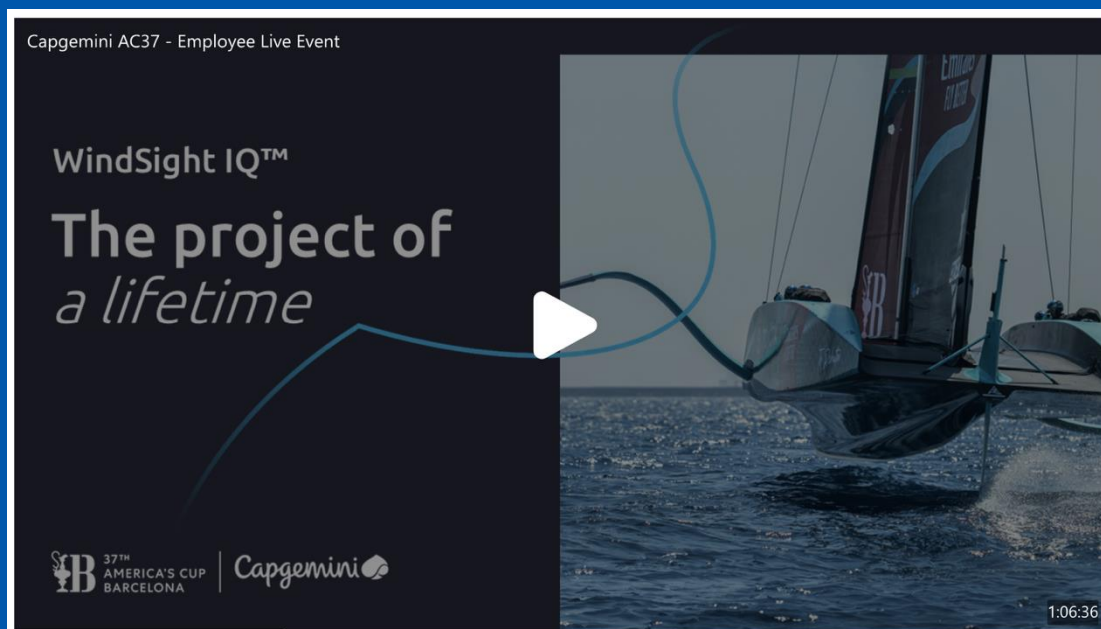


...to sports sponsorships

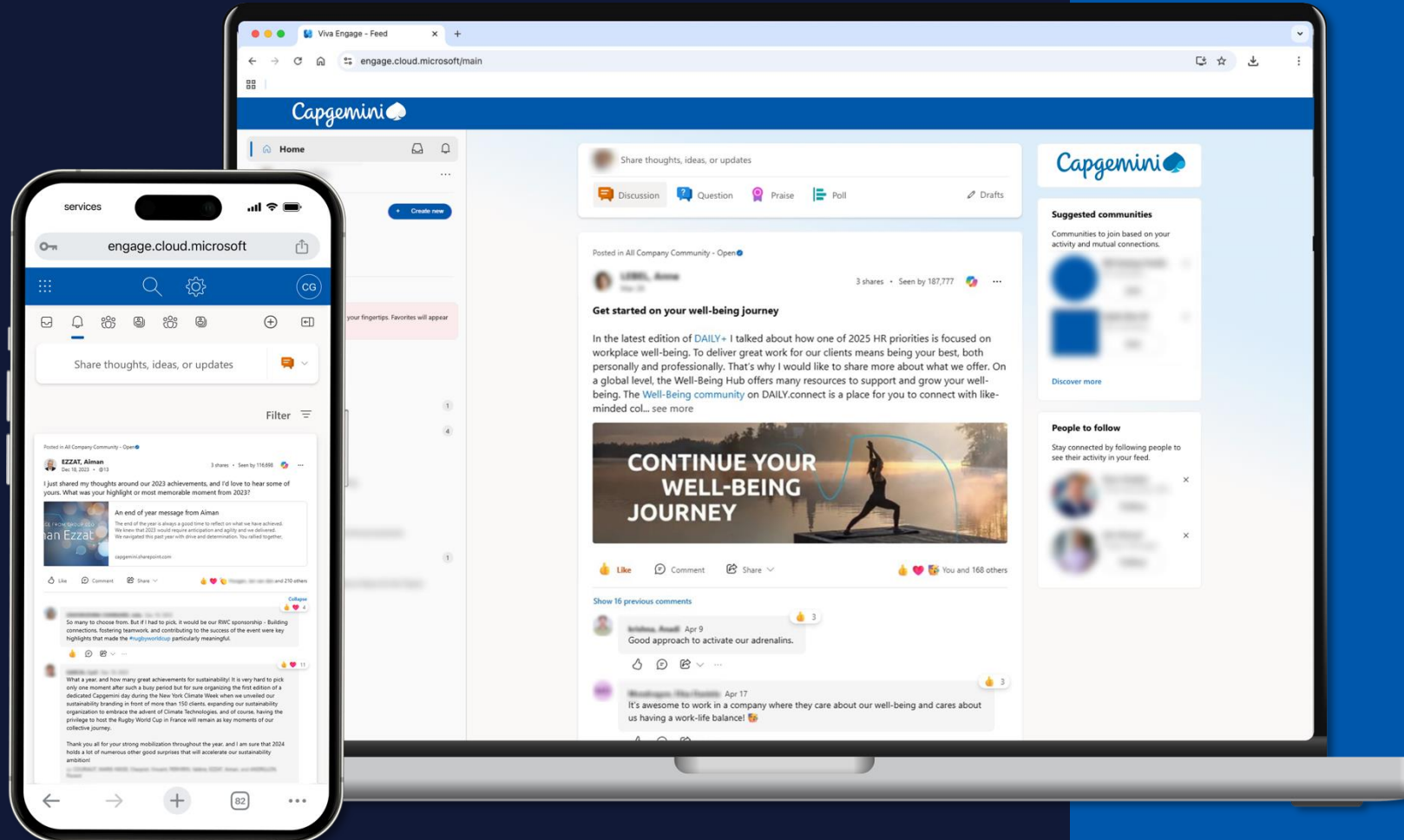


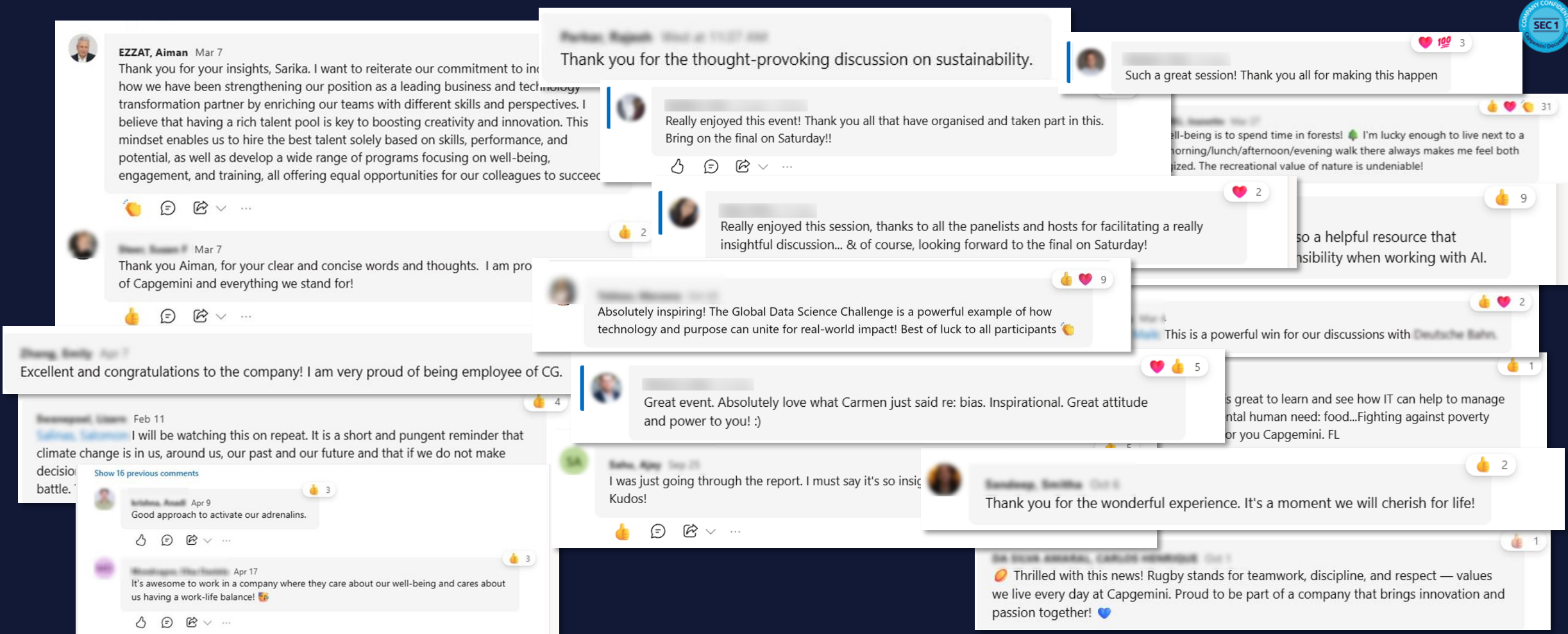


Hosting all staff hybrid events...



Leaders are present...





...and conversation has come alive 👍❤️👏





Lessons learned.

Thank you.

Make it real.

