

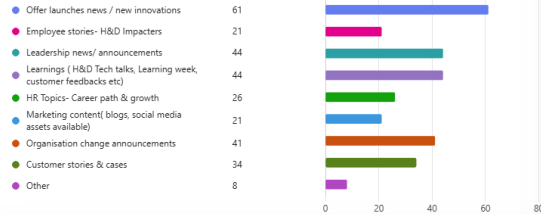


Viva Engage Festival- SCHNEIDER ELECTRIC

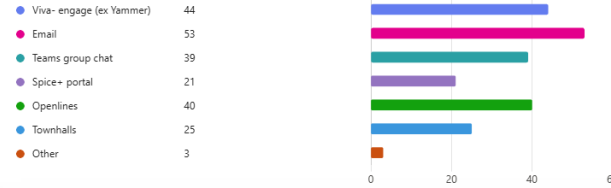
Shailesh Kumar

We started with a survey for Viva Engage: To understand the comms channel preference, type of relevant content for the community members

3. What type of content are you the most interested in?



4. Which platform do you usually consult most and prefer for internal Communications?



5. Is there a particular format or style you particularly appreciate for consuming contents?



9. Have you seen a change in the Internal communications contents you've received over the past 6 months:



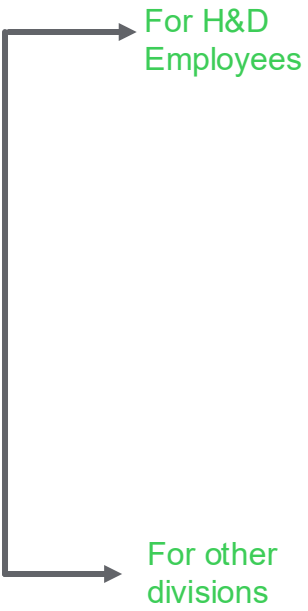
- Content – **Offer launches/ New innovations**, leadership announcements/Organization change, learnings, customer stories, Career growth
- Type of content – **Videos**, Infographics, text based articles
- Medium of communication preferred is **Email, Viva- Engage**, Teams, Openlines

What did we learn from the survey ?

- **Pain points** – “Too much noise”, “No single source of information”, “Reduce communication” , “send it to specific employees”, “More information needed on what customers say “
- **Topics suggested** – Offer launches, Innovation , Employee career paths, More learning based posts, Market trends, competition, F2F trainings, market insights, SE resources
- **What did they like ?** – Global newsletter, openlines, leadership announcements, Best practices...

“Organise content more, create a more centralized way of sharing all information whether offer launches, campaigns , etc, and add more topics relevant to employees

Objectives -What's our action? And the Result: The **number of posts has increased** from both members **(28%)** and nonmembers**(100%)** despite the decrease in the number of members the reactions has slightly increased by 4% but much slower than posts growth. The interactive members has increased **by 3% from 2024** which indicates that there is a good number of members in the community who are active although there is a slight decrease in the per user activity



1. **Awareness** on Offer Launches, Events, Awards, Innovations, org change
2. **Get the right information/resources** – Content, Campaigns, customer insights
3. **Learn & Grow** – insights on various topics and content, career growth
4. **Engage & Empower** –Openlines, VE
5. **Leadership** Posts
6. **Collaborate** with functions/entities
7. **Foster an inclusive and respectful workplace culture**

Push more content through all company group, spice portal – Offer launches, Learning videos, internal campaigns



20% Increase in Employee engagement in viva engage

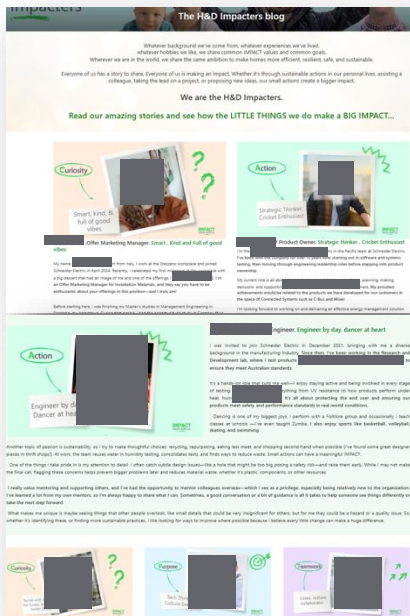


- Overall, more visibility
- Higher interest from employees in joining the community

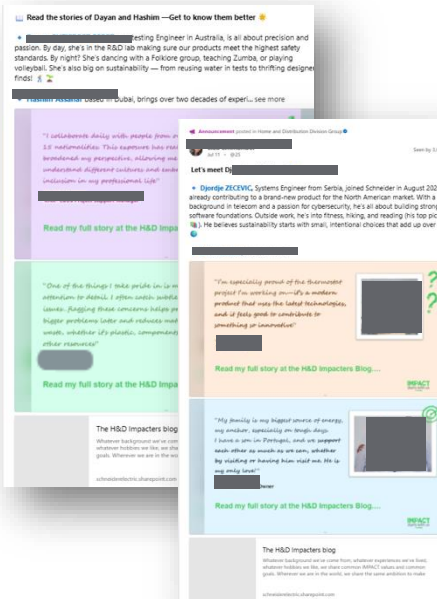
Main campaigns & Initiatives

Blog- Featuring employee stories

The blog page



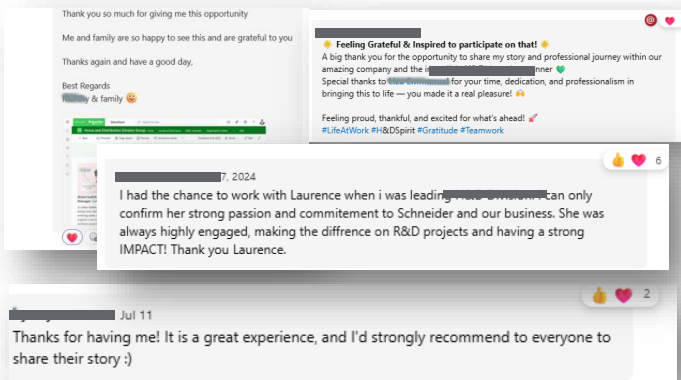
Blog promotion



Insights

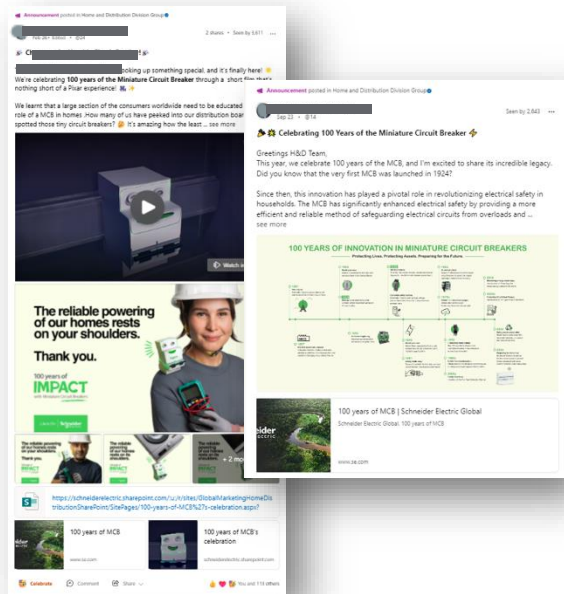
- This is a kind of blog where we feature the stories of our employees to know them outside of their work.
- **40+ new** individuals featured this year
- VE Post Engagement (Average):
 - Views: 3,000
 - Comments: 3
 - Likes: 20

Review from employees



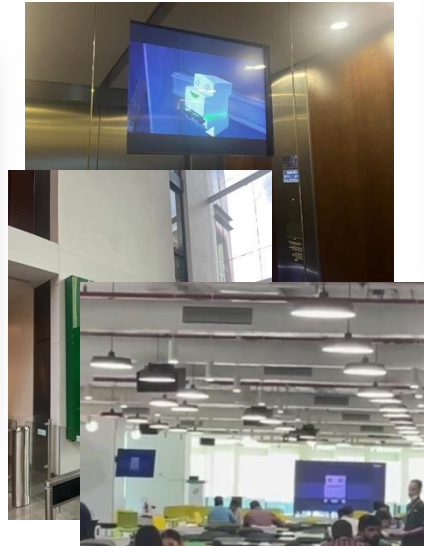
100 years of MCB Campaign results

Promotion of the campaign



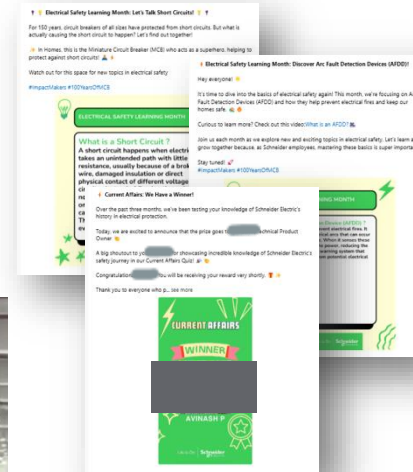
- Promotion of the campaign through yammer posts by leaders, spice page promotion, newsletter
- Average views- 3,453 , likes – 104, comments – 15
- **Penetration rate – 62% (well above the global benchmark of 48%) , engagement rate – 3.4% (global benchmark 2.4%)**

Promotion of the MCB film in offices



- Promotion of the MCB film in office spaces – India & France offices

Employee engagement



- Current affairs, Safety learning month
- **Average post penetration rate – 44.8%**
- **Avg Engagement – 0.8%**

Insights

The “100 Years of MCB” campaign celebrates a century since the invention of the miniature circuit breaker—a device that has quietly safeguarded homes for generations.

Our internal communications have focused on raising awareness among employees, encouraging them to leverage campaign assets for activations. To drive engagement, we've organized quizzes and monthly learning sessions centered on electrical safety, reinforcing the core message of the campaign.



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