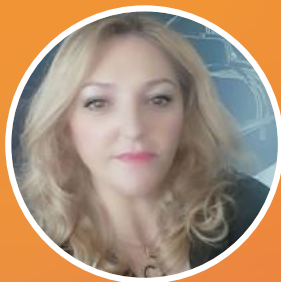


Revolutionizing Employee Experience: The Power of an Innovation-Driven Employee Hub

Customer Panel



Nadia Zaoui

Head of Performance &
Continuous Improvement
at **Airbus**



Henry Elworthy

Partner Communications
& Engagement Lead
at **John Lewis
Partnership**



Gregory Taieb

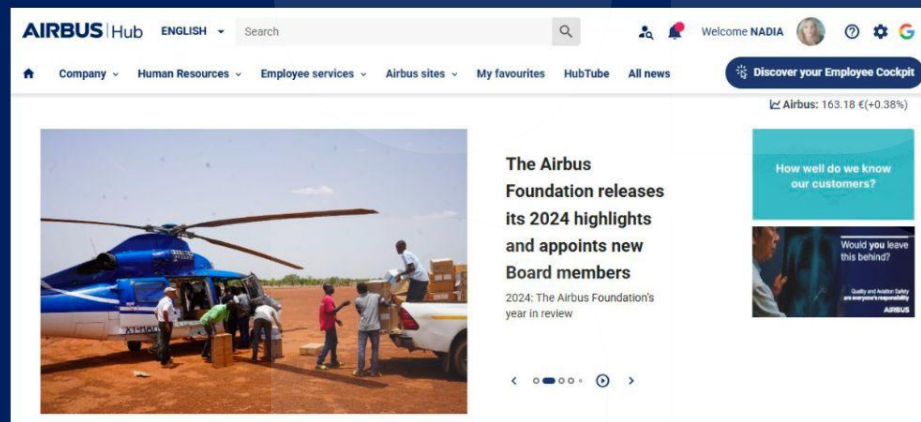
Head of Digital Corporate
Com at **Crédit Agricole
Assurances**

Co-creating the intranet: A Journey of continuous evolution

USER EXPERIENCE

EMPLOYEE DRIVEN

EDITORIAL STRATEGY



Nadia Zaoui
Aurélie Haran

Head of Performance & Continuous Improvement - Company-wide Communications
Intranet Product Manager - Digital Workplace

AGENDA

Airbus Amber

01

Introduction

Airbus context

02

User Experience

How to improve your digital workplace with a UX-oriented approach?

03

Digital accessibility

How to address digital accessibility challenges on your internal sites?

04

Editorial strategy

How can you define an editorial strategy to enhance attractiveness in a complex ecosystem?

05

Q&A



Aurélie Haran
Intranet Product Manager
Digital Workplace



Nadia Zaoui
Head of Performance &
Continuous Improvement
*Company-wide
Communications*

AIRBUS

Who we are

Airbus is a global aerospace pioneer operating in the commercial aircraft, helicopter, defence and space sectors.

180

Locations worldwide

148 000

Employees

€69 bn

2024 revenues



90 032

Commercial Aircraft



22 336

Helicopters



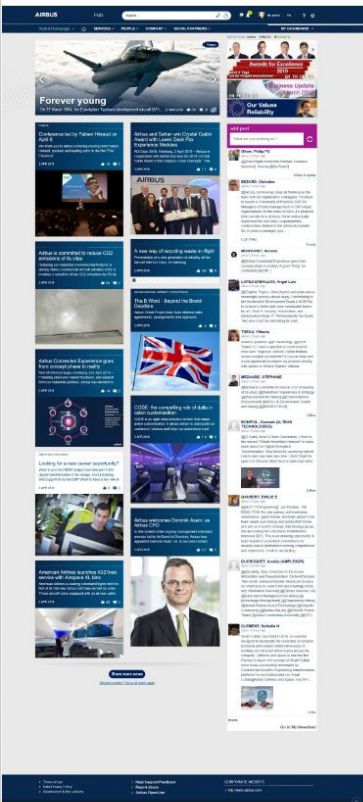
35 525

Defence and space

Our purpose

We pioneer sustainable aerospace for a safe and united world

Our intranet, the Hub context



2020 - Hub migration



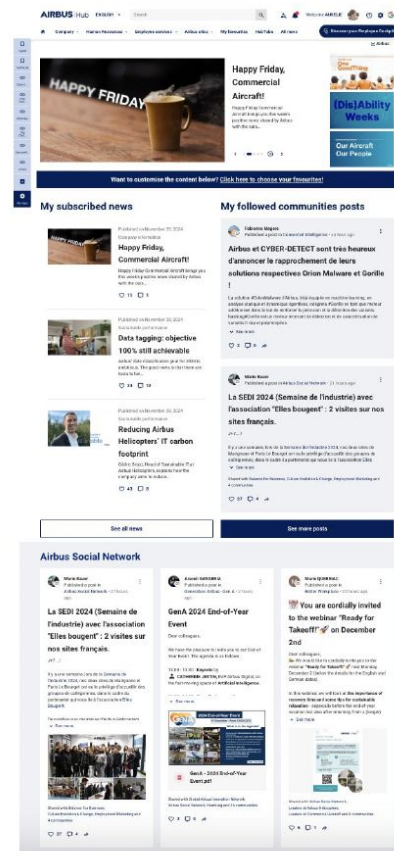
15 000 sites +
communities



230 000 users
60 sites
300 communities
+ 1 200 content publishers

Main ambitions

- Enhance user experience
- Empower engagement & share best practices
- Give valuable features to deploy new way of hubbing



Few words about Airbus Hub landscape

COLLABORATION

As a user, I need to **collaborate** with my team in real-time, share documents, and manage projects efficiently.

TOOLS



COMMUNICATION & ENGAGEMENT

As a user, I want to **be informed** about the latest company updates (cold contents & news) and **consult specific contents** tailored to my role and interests.

As a user, I want to **engage** with my colleagues, **participate** in discussions, and **access resources** that are relevant to my work.

TOOLS



BUSINESS WORK

As a user, I can **access my dedicated Apps** and **search** for all resources.

TOOLS

servicenow



AIRBUS | myHR

KDS Neo

Few words about Airbus Hub philosophy

3C pillars from 2019 strategy

COLLABORATE
Work & Share

CONNECT
Networking

COMMUNICATE
Inform & Engage

Key ambitions

1. Strong catalyst for data classification and tagging, access & security
2. Simplify ways of working & catalyse change > "Break the silos" approach
3. Create a culture of collaboration and sharing
4. Create one seamless environment for all Airbus employees



2025 HUB VALUE PROPOSITION

Bring to life a **unified experience** that keeps **everyone informed, connected, and empowered**

Inform

#SearchEfficiency #BusinessApps
#ContentStrategy

Connect

#Accessibility #Onboarding #Communities

Empower

#WeAreOne #CompanyValues



USER EXPERIENCE

A data-driven approach

Key figures 2024

Activity

254,763

Visitors

+4,99%

2,756

New content

-16%

16,260

New posts

+10,94%

79,401,003

Page views

+9,13%

Engagement

334,843

Likes

+44,61%

37,982

Comments

+32,45%

336

Communities

+0,9%

		2022	2023	Evolution 2022-2023	2024	Evolution 2023-2024
Activity	Visitors	207,703	242,649	16.82%	254,763	4.99%
	Content	3,382	3,281	-2.99%	2,756	-16.00%
	New posts	13,452	14,656	8.95%	16,260	10.94%
Engagement	Likes	175,748	231,553	31.75%	334,843	44.61%
	Comments	22,557	28,676	27.13%	37,982	32.45%
	Active communities	326	333	2.15%	336	0.90%

Clear increase in adoption of the Hub and in engagement of content and publications

Global UX study - From user feedback to areas of improvement

Feedback highlights

01

Structuring information and improving the overall architecture are necessary to enhance usability and efficiency



HomePage redesign

02

Clarify and simplify content will reduce user frustration and improve engagement



Content strategy

03

Enhancing search functionalities is vital to ensure users can find relevant information with ease



Promoted results

Performance is key!

2024 JOURNEY: Develop Performance Management and Analytics Capabilities and Skills

- Define Performance Metrics
- Align performance standards
- Create data lake and visualisation
- Implement performance routines
- Train and develop team members in analytics

EXISTING KPIs

- Number of views
- Number of visitors
- Number of likes
- Number of comments
- Session duration
- Top ten content
- Most liked news
- Most commented news
- Engagement rate
- Sentiment analysis



TO DEVELOP

- Number of articles published→weekly, monthly, and annually
- Number of articles published per topic→weekly, monthly, annually
- List of articles published per Hub Site, Topics, Corporate tags
- Sharing rate
- Bounce rate
- New visitor/Unique visitor
- ID Card/Profiling



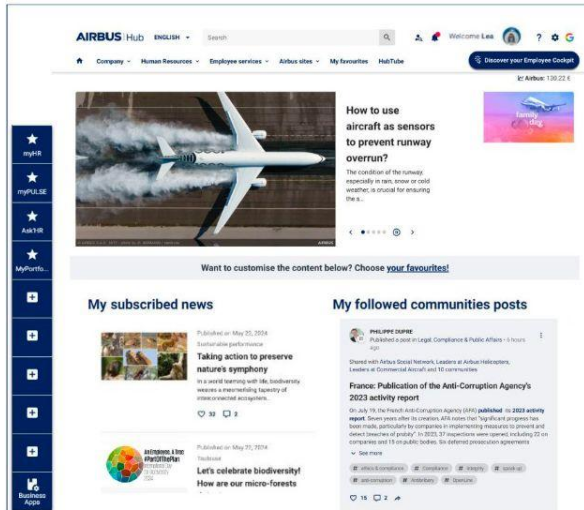


Evolving the Hub

How can we define an editorial strategy to enhance attractiveness in a complex ecosystem?

Editorial strategy - understand our areas of improvement

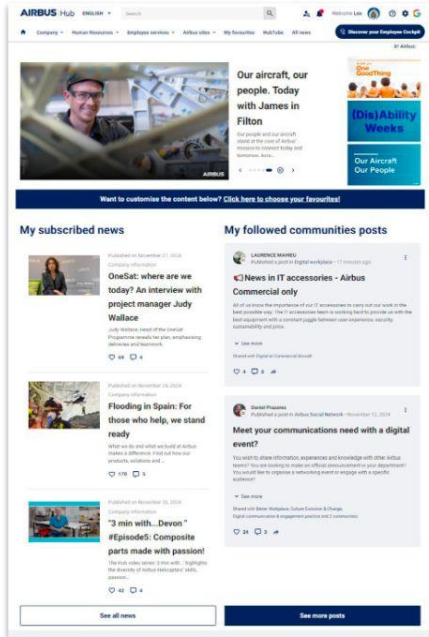
Focus on our previous HomePage



- The content is not well-structured.
- Scrolling is excessive.
- Users cannot distinguish "mandatory news" from other news.
- The content lacks a human touch.

Editorial strategy - understand our areas of improvement

As an initial step, focus on implementing straightforward improvements.



- Improvements in **copywriting** for category and widget names.
- Optimization of the **ratio** between blocks.
- Harmonization of **title sizes**.
- **Reduction** of displayed content.



Editorial strategy - push forward the way we communicate on the Hub

As a next step, implement a new editorial approach

CLUSTER NEWS

1

Categorize news to enhance user understanding and give more identity to internal content.

- Need-to-know
- Nice-to-know

Create a permanent space for **company-wide news**.

Provide a dedicated area for executive or **VIP tributes**.

IMPROVE THE LOOK & FEEL

2

Refresh the homepage to align its look and feel with our external websites.

Define a **color-coding system** for different types of news.

Leverage LumApps design features to make the Hub more **engaging** and visually **appealing**.

IMPACTFUL CONTENT

3

Increase publication impact by **reducing quantity and prioritizing quality**.

Incorporate **dynamic content** to keep users engaged.

- Capitalize on videos
- Adopt short formats for hot news

Add **human touch** with authentic testimonials.

Enhance **reading efficiency** to save users' time.



Next steps - 2025 & beyond

Focus on the last end-users workshop

- **Intelligently Personalized & Proactive:** A Hub that anticipates users' needs and actively proposes relevant content, moving beyond traditional search to advanced, AI-driven recommendations. This includes features like "ephemeral posts" for dynamic content and "AI-powered cleaning bots" to ensure information freshness.
- **Effortlessly Intuitive & Visually Engaging:** strong demand for a modern, sleek user interface comparable to leading consumer applications, ensuring easy navigation, minimal clicks to find information, and an overall visually pleasant and "friendly" experience.
- **A Trusted & Diverse Content Hub:** Users expect to easily find relevant, up-to-date information, emphasizing the need for robust content management and a reliable central source with a "variety of topics" to break disengagement.
- **Globally Inclusive & Engaging:** need for the Hub to facilitate universal communication, transcending language barriers through intuitive UI and visual cues, ensuring every Airbus employee feels understood, connected, and a true sense of belonging, thereby driving adoption.

Strategic imperative for continued investment in advanced AI capabilities, user experience design, and robust content governance to ensure the Hub evolves into a user-centric platform for Airbus employees .

Provide every employee with a seamless, intuitive experience centered around their needs

Areas of improvements

- Search
- AI
- Accessibility
- Content
- Audience
- Mobile App




Levers

- Platform is top of mind for management, ready to drive the vision across HR, IT, and other functions
- Using LumApps as a branding tool for employee experience and a bridge for younger generations.

Thank you


© Copyright Airbus (Digital Workplace 2024) / Airbus Présentation BRIGHT 2025

This document and all information contained herein is the sole property of Airbus. No intellectual property rights are granted by the delivery of this document or the disclosure of its content. This document shall not be reproduced or disclosed to a third party without the expressed written consent of Airbus. This document and its content shall not be used for any purpose other than that for which it is supplied. Airbus, its logo and product names are registered trademarks.

 Demandez quelque chose  

[Mon espace](#) [Services](#) [Actualités](#) [Annuaire](#) [Référentiels](#) [Groupe CAA](#) [Vision IOY](#) [Projet d'entreprise](#)

Bordeaux PJ



Mode hybride Vendredi 30 Mai
Publié le 25 mai 2025
2 0
Vendredi 30 mai
[Voir toutes les actualités](#)

Prochain évènement

Pas de résultats

[Voir tous les évènements](#)

Transverse et technique


Gestion des sinistres

Transverse


Virements non identifiés

RIB de mon UGS


Réclamation client



Les Réunions et Missions
[Voir plus](#)





La boîte à outils
[Voir plus](#)





Le Coin de l'informatique
[Voir plus](#)


Documentations Techniques


 Consommation

 Logement

 Social


 Santé


 Transverse





Espace Formation PJ
[Voir plus](#)

Projection activité PJ


 DDR Meva

 Lexifica

 Elnet

 Lexis 360

Bordereau de chèque

1862881 

Annuaire PACIFICA

[Voir plus](#)

Intranet homepage

