

Commitment in action



Plazza 2020-2021 **Book**

Together, let's transform the Group





Gervais Pellissier

Deputy Chief Executive Officer,
People & Transformation

I am writing to you in this new issue of the Plaza Book amid unprecedented disruptions. The health crisis has pushed us to accelerate our **adaptations to the new ways of working** with a focus on maintaining the Group's activities. It has been a catalyst for the new practices that each of you has had a chance to test out in your everyday lives.

Plazza has been in the heart of these changes, acting as a beacon, as a meeting point, to support your many initiatives. You were able to find **the right stances in an emergency to help satisfy our customers**, keep the business running, while maintaining the relationships within your teams, taking care of each other. You have all shown an unfailing **commitment**, and I thank you for that.

We also saw an exemplary mobilisation of the Group's teams around the world, since 86 Orange countries connected to Plazza in the first half of 2020. As proof, many communities in all our territories took part in the **pooling of knowledge and provision of technical support to teams**.

The communities presented in this issue are relevant in more ways than one. Whether it be about networks, the sustainability of our customer relationships, our roots in growing regions or the development of our employees' skills, they reflect the four ambitions of the Engage 2025 strategic plan and its sustainable commitment to society.

The already-porous boundaries between the professional and personal spheres have been exacerbated. The permeability of information between the internal and the external has also been put under stress. At a time when Orange is fundamentally committed to being a **trusted player who gives everyone the keys to a responsible digital world**, I recommend that each of you act as a temple guardian, never divulging our data and our conversations outside our walls to preserve our precious heritage.

I hope you will take the time to explore these wonderful initiatives that I know will inspire you. Happy reading!

Committed men, women and communities

Plazza is at the heart of our commitment, and the communities selected for this issue are the perfect illustration of this. Each of them is working toward at least one of the **aspects of the Engage 2025 strategy** presented below. You can identify them by using the Group's colour codes.



Reinvent our profession as an operator



Accelerate in high-growth regions



Place Data and AI at the heart of our innovation model



Build the business of tomorrow together



Sustainably commit to inclusion and the planet

The User Committee label

The Plazza User Committee is a community of volunteer users committed to **enriching the user experience** on the social network through listening and dialogue. It is representative of the Group's professions, units, and locations, **contributing to the tool's evolution and the digital transformation** by forwarding priority improvements to Plazza's teams and enjoying exclusive information about the social network's innovation in return.

For each of the strategy's aspects, the Committee voted for its favourite community, which you can easily identify by the "**Coup de cœur comité utilisateurs**" (**User Committee's Choice**) label shown here. This award is based on a variety of criteria: the community's openness to all users, its user experience and its collaborative aspect.



Foreword

In an unprecedented context where remote working was required of everyone, Orange employees increasingly need, every day, to **facilitate the agility and the reactivity** necessary to face the problems with which they are confronted and the numerous challenges to tackle.

Dedicated to the Engage 2025 strategy, this issue revolves around its five aspects and highlights themes covering networks, regions of growth, data and AI, the development of skills and societal engagement through the exemplary communities that you will discover in the various chapters.

Among the 37 communities chosen for this new, 100% digital issue, no fewer than 18 communities from Europe or Middle-East Africa are the **perfect example of the commitment of our employees** abroad, such as Lider w Akcji, Atenea, Kilimandjaro and Business Continuity Management, to name just a few.

All these transformative achievements were made possible thanks to the numerous communities of interest, practices, projects, units and professions, or those entirely dedicated to mutual help and maintaining relationships between trans-unit teams, such as Let me help and Orange se mobilise.

Our platform is at the heart of the group's collaborative culture and allows us to share new ideas and content, to like them, comment on them, recommend them, and to find experts quickly whatever the working language, in all of Orange's regions. Orange's employees gather there to work together, co-draft documents, discuss, and help each other to progress in an agile and collaborative way on their various projects.

Data protection is everyone's business and responsibility, our **secure and trusted** space is made stronger by being awarded ISO 27001 certification for the third year in a row. Plaza is Orange group's collaborative platform that not only helps to **transform the way we work and to develop our skills, but also to make connections** between employees.

A few figures:

81,500 active users

13,000 active communities

116,000 average daily views

280,500 questions, of which 75% answered on Plaza



Together, let's transform the Group

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(Click on a community name below to go straight to its interview)

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#5G #Gaming #4theplayers #OPL

“In terms of business, growing requirements in data transmission while playing online represent a very strategic stake for us.”

The community's purpose is to bring together members' knowledge of hardware and technological solutions and to highlight the advantages of Orange's FTTH offering for online games and fast downloads.

- The understanding within the community reinforces the professional relationships between the members
- Each user can benefit from other members' contributions and knowledge
- Team members and co-workers can build a network on various gaming platforms

What is your role at Orange?

We are a group of people with a shared passion for games and technology. In the Gamers Polska community, we share our knowledge of interesting games, about their sales availability, and we are always looking for new players. Our group's administrators are Maciej, a business investments specialist, and Malwina, a maintenance services analyst who studies key performance indicators and the proper functioning of processes.



**Gamers
Polska** 



Scope: Poland



Open
community



Owners:
Maciej Sobieszczański
Radosław Turek
Malwina Rybczyńska

How does your community take part in the Engage 2025 strategy?

Gamers pay attention to the very high quality of the Internet connection (Fiber Internet), as well as its speed and stability. In terms of business, growing requirements in data transmission while playing online represent a very strategic stake for us too. As gamers, we are demanding customers ourselves and we expect services of the highest quality.

What are the characteristics of your community?

In the group, we share knowledge about equipment, technology solutions, favorite games, and achievements. However, most of us often meet online during multiplayer sessions and also meet privately at gaming events, such as Pixel Heaven in

Warsaw (a retro games festival) or the Museum of Games and Consoles. Good relationships in the group have a positive impact on our professional relationships, thanks to which we provide mutual assistance not only in matters related to electronic entertainment. The founder of the community opened it three years ago to highlight the benefits of the Orange FTTH offer for online gaming and fast downloads. He is currently working in the gaming industry.

How do you manage the community on a day-to-day basis?

Gaming is our passion so we run our community at work during coffee breaks. We explore topics, comment on posts and write about sales, interesting events and news from e-sport and gaming. Whenever an important

game is announced, we are all on the edge together for new information. In the group, all members whether they are admins, contributors, community managers, run the community together and talk with each other depending on the wishes and needs.



Malwina Rybczyńska
and Maciej Sobieszczański
Managers of Gamers Polska



What benefits do your users get from your community?

On the one hand, community members can benefit from other users' knowledge and experiences. On the other hand, they can join other members for multiplayer sessions and build a network of fellow teammates on various gaming platforms. In addition, they can share their experiences not only in the field of electronic entertainment but also about the technology that creates it and enables it to function.

Do you have a success story to share?

Gamers are aware and demanding customers, therefore we were thrilled that Orange developed offers for gamers. For MMORPG

players (e.g. World of Warcraft, Call of Duty, League of Legends, Assassin's Creed, etc.) the most important thing is a good network connection allowing trouble-free gameplay. Around 13 million gamers and 4 million e-sport fans live in Poland, so the stakes are really high.

How do you see the future of your community?

We plan to keep on sharing our passion on Gamers Polska. Even though gaming is often seen as a childish hobby, it is also a thriving industry, including in Poland. For instance, we are looking forward to talking about the game Cyberpunk2077 that was announced many years ago. In conclusion, we are eager to enjoy the upcoming faster network.



What a user says

Marek Cieleśzyński, Network Supervisor and Manager

"Our group brings value within OPL; we are openly talking about problems and solutions for gamers, which is very valuable for business. Thanks to our organisation, we also show that video games are not just for children."



“Our mission is the delivery of innovative solutions of excellent technical quality and user experience for Orange customers.”

Our aim is to have more exchanges about our internal skills and projects across local and international teams. We also encourage participants to cooperate on Piazza.

- The community's content is useful to members' everyday activities
- The editorial strategy fosters engagement
- Virtual sessions are held to stay in touch and help each other

What is your role at Orange?

Anna Bartoszek: We think about the future, explore what's new and act now. I started to work at Orange Labs three years ago. I foster the team members' engagement by providing change support to employees to stimulate their daily uptake.

Monika Tolak: I started working in R&D by connecting technology and business and coordinating transfers of innovative ideas to the market. I was a sales development manager for five years.



Scope: Poland



Open
community



Owners:
Monika Tolak
Anna Bartoszek



Orange Labs
Poland 

Orange Labs Poland

How does your community take part in the Engage 2025 strategy?

Orange Labs Poland is a strategic domain with 200 engineers and researchers. Our mission is the delivery of innovative solutions of excellent technical quality and user experience for Orange customers. We concentrate on building a strong skills center for the Group focusing on areas such as API & Mediation Infrastructure, OSG, TV expertise, Network & Cloud technologies and Digital Personal Life. Joining International Orange Labs network in September 2017 was a significant change for us as a reliable TGI partner in the near future.

What are the characteristics of your community?

Our community, created in 2015, is open so everyone can join, access our content and ask questions. We also use Piazza to share internal news, materials, videos from workshops and to organize our events. Our objective is to promote discussions on our internal skills and the projects between local and international teams. We also encourage participants to cooperate on Piazza. We publish useful content from different sources such as the Engage 2025 strategy, the TGI set of tools, video series about international labs and links to other communities.

How do you manage the community on a day-to-day basis?

All team members participate in the community based on the initiatives they lead. They usually post about their activities or share photos.

We think that this is very positive

to encourage informal exchanges.

Our editorial strategy is based on three pillars: sharing, informing and interacting.

We post content and videos from our community, and we encourage early adopters to share their lessons learned and their feedback after a training session. This is a way to reinforce motivation and commitment.



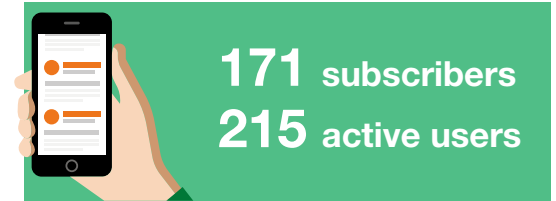
Anna Bartoszek and Monika Tolak
Managers of Orange Labs Poland

What benefits do your users get from your community?

The members of our community can comment, react and publish to help other members with any doubt they may have. However, the biggest advantage offered by our community is that the content designed can be put into practice immediately after having been consumed, on a daily basis.

Piazza is a great tool to share experiences, give feedback and therefore build human connections. During lockdown, we organised weekly virtual sessions for people who felt uncomfortable staying at home to share their experience and stay in touch with the team.

Many discussions posted on our group dealt with the advantages and disadvantages of remote work.



How do you see the future of your community?

Ideally, we would like to create a new functionality to make easy finding experts in technical areas through a dedicated widget featuring their photos and information.

A success story

We use AI mechanisms to build smarter networks and to make decisions about network investments. We work on automation and robotization of software infrastructure for critical functions of telecom and building digital culture thanks to an open source community.





“Being able to find reference documents corresponding to our networks' deployment and operations.”

The Réseaux UISO Plaza community digitally gathers together all the information so that each member has full control over their professional responsibilities. It also allows users to communicate over a single medium that everyone can view.

- Find all the documents related to users' roles
- Designed for easy navigation and use
- Community members drive its evolution

What is your role at Orange?

The Network Production department brings together all the players working to deploy THD (FTTH, FTTO) networks while operating our historical networks and infrastructure (GC, copper, etc.). Within this department, the AMP team is in charge of providing support to our business managers, carrying out training sessions, and bringing their expertise in the process and the business to the different domains.



Scope: France



Private
community



Owners:
Michel Longequeue
Sébastien Lanciaux
Vincent Billiar Bourgy
Philippe Labrousche
Nicolas Dallain
Pierre Delort
Christophe Pietrobon
Cédric Roger
Fabien Durquety



Réseaux
UIISO 

Réseaux UIISO

How does your community take part in the Engage 2025 strategy?

We chose Piazza as a medium for data and communication with the teams. This allowed us to reorient all the information digitally so that everyone could have full control over their professional responsibilities. It allows us to communicate over a medium that anyone can view (answers to questions are open to everybody). This open community allows other units to capitalise on our experience and instructions.

What are the characteristics of your community?

Our initial goal was to create a Piazza community that was graphically pleasing and very easy to use for all users.

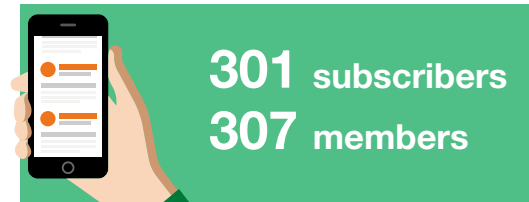
It allows us to find the reference documents for deploying and operating our networks (engineering rules, processes, contacts, links, etc.). Nicolas Dallain, the group's designer, is a regular supervisor, integrating the latest features to offer the best user experience. AMP team members are a very cohesive group, regularly challenging each other to translate our users' feedback in the best way possible.

How do you manage the community on a day-to-day basis?

Each AMP team member participates in the community as they can over time, answering questions according to their domain of activity. During team meetings, we review the list of questions that have gone unanswered for too long. We have put in a place a good number of events (topical phone bridges, training sessions, events) that we make available on the Piazza calendar that you can see on the homepage. We update the documentation when processes, operating



The Réseaux UIISO management team



methods and instructions are changed following local or national events in our community.

What benefits do your users get from your community?

Users can find all the information they need to perform at their best. A news feed allows everyone to have the latest information immediately. Event reports are available as electronic documents and videos. A forum is open to capitalise on the answers given to our users' questions.

We showcase the training courses that we offer, the related schedules, video courses and a very simple recap of existing e-learning modules for our business managers.

How do you see the future of your community?

Our community is growing every day, and our adventure is just getting started.



A success story

Our greatest success with this community is having helped the uninitiated adopt Piazza. Some have replaced paper documentation with digital documentation. This helps avoid obsolete instructions and operating methods. Whether they are in Bayonne or Poitiers, they now have the same information.





“The collective is at the heart of our objectives and our unit project to embody the future of Orange Group.”



Scope: France



Private
community



Owners:
Elena Rizzo
Marie Mancini
Olivier Perez
Laurent Salhi
Thomas Perisse
Agnès Robin
Véronique Charlet



**Collectif
OWF**

This collaborative space is the platform of reference for OWF's events that help teams to connect and bond, reinforcing their sense of belonging. Everyone can contribute to and enrich existing content.

- Helping teams connect
- A discussion hub for users spread over 20 locations in France
- Contributions from all levels of hierarchy

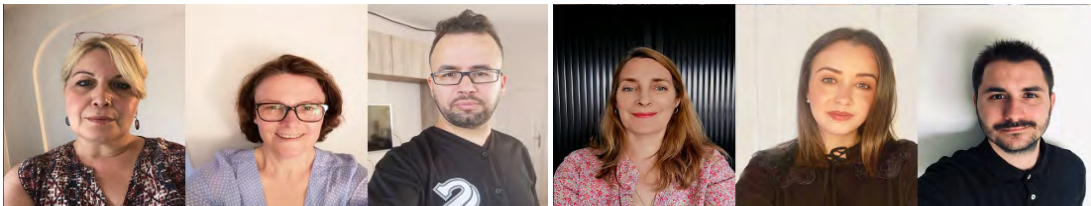


What is your role at Orange?

We define and implement the internal and external communication strategy on institutional communication in accordance with the division's global strategy.

Our department is responsible for maintaining OWF's image within the group, its identity and the values it projects, particularly through the digital events and communications that it organises.





The Collective OWF management team

Our roles are varied:

- Support the digital transformation at Orange
- Organise OWF's transversal events
- Support Executive Committee members and coordinate the network of correspondents within OWF
- Organise OWF's media and digital media presence and take care of its e-reputation

of a changing world by fostering a culture of feedback, projects and clients. In this shared space, we learn to better understand each other and better work together. By bringing together the OWF employee community, giving them a voice and valuing their interactions, we help to embody this strategy. For example, the "SnapTaStory" challenge in early 2020 highlighted significant achievements that illustrated Engage 2025.

How does your community take part in the Engage 2025 strategy?

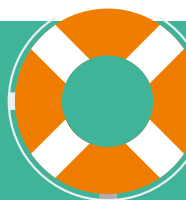
Our objective is to better work together to tackle the challenges

What are the characteristics of your community?

This collaborative space is the platform of reference for OWF's events that help teams to connect and bond, reinforcing their sense of belonging. Everyone can contribute to and enrich existing content, whether they are on the Executive Committee, a manager, an on-site employee, or an intern. The Collectif OWF community brings together more than 1,100 employees, nearly three-quarters of staff.

The collective is at the heart of our objectives and our unit project, to embody the future of Orange Group.

"Collectif OWF" breaks down silos and waves high the WHOLESALE flag.



How do you manage the community on a day-to-day basis?

Events revolve mainly around key periods (year end, music festival, environment week, "Le Talk OWF" broadcast live and available for replay, etc.) with events and/or challenges that involve all on-site employees.

The "*Restons connectés*" (Let's stay connected) programme during lockdown and its "*Donnez-nous de vos nouvelles*" (Give us your news) partner event on the community allowed members to share moments of their lives, tips and deals every day by posting postcards.

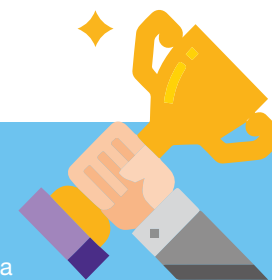
What benefits do your users get from your community?

Our employees are spread over around twenty locations in France and hardly ever have a chance to get together with everyone. The Collectif OWF community offers them a single place to share and come together. All members can showcase what they are doing locally while staying informed about the actions of their co-workers at other sites. This community is the basis for a shared dynamic in accordance with our strategic ambitions, with a priority placed on people.



How do you see the future of your community?

Managing this community is part of our annual communication plan. Whether it is to foster a digital dynamic, create connections, bridge generations or bring internal staff together by supporting new uses of digital technology, it is a lever of action and an essential medium. Our ambition is to continue to breathe life into our community and to encourage new employees to join us.



A success story

The first edition of Talk OWF with Bénédicte Javelot on 9 July was a symbolic way of inviting people into the Piazza OWF community and to diversify our communication channels around an event to mobilise and bring together members, 200 of whom joined in alongside 700 connections on the intranet.



“All our members can publish in the communities related to innovation, communication and partnerships, regional digital installations, PINs and networks.”

We are the community of experts in relationships with the players in the regional ecosystem. We coordinate the entire network of regional delegations throughout the country and overseas territories. It's a platform for discussion and sharing best practices.

- Ever more sharing and collaboration
- Learning from other users' experiences
- A newsletter that brings together the community's news

What is your role at Orange?

The DRCLG brings its expertise to the Group's units by cooperating with the regions in network deployment. It helps to reinforce the Group's strategy of regional presence and proximity, to coordinate local partnerships between communication and regional delegations and to activate partnerships with associations of elected officials.

It also coordinates CSR actions and programmes in digital inclusion and the environment within local authorities. Finally, it coordinates and manages regional actions through the network of Regional Delegate teams, which are in direct contact with the players in the regional ecosystem.



Scope: France



Private community



Owners:
Yann Rousseau
Thomas Longuemart
Evelyne Robin-Thuillier
Fabienne Druenne
Véronique Toullec

Agora 
des collectivités



How does your community take part in the Engage 2025 strategy?

We are reinforcing our leadership and presence in landline and mobile networks by rolling out an active communication strategy to regional elected officials and players.

We support their digital installation and transition projects (FTTH, 4G, QS of the copper network, arrival of 5G) with innovation at the heart of what we do.

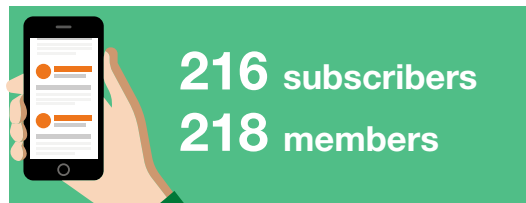
We coordinate CSR initiatives for digital inclusion alongside the DRs, particularly in rural areas. Finally, we make sure that messages to the local authority ecosystem are relayed.

What are the characteristics of your community?

We are the community of experts in relationships with the players in the regional ecosystem. We coordinate the entire network of regional delegations throughout the country and overseas territories. It's a platform for discussion and sharing best practices.

We have chosen several categories that take into account the major

The community is the place of reference for working transversally, "from the national to the local".



themes of our roadmap and our priorities. The community allows us to share actions on the networks, the development of services for regional innovation and digital transformation, institutional communication and CSR with the network of regional delegation teams (DR, DRCL, DPI) and DRCLG.

How do you manage the community on a day-to-day basis?

All our members can publish in the communities related to innovation, communication and partnerships, regional digital installations, PINs and networks. The documents presented during meetings are published there. Our weekly newsletter "L'Essentiel" brings together all the news that is relevant to our community. Each month, we publish statistics on e-influence in the regions and the "À la Une des Territoires" document that showcases DRs' initiatives in the field. We are also building a library of intervention and communication documents for external recipients, which is essential to DRs and DRCLs.

What benefits do your users get from your community?

Agora des Collectivités is the place of reference where you can find all the coordinating documents that allow you to work transversally, "from nationally to locally". It is a platform of exchange where anyone can learn from the experience of other members and apply the best practices in their region. The community helps to improve operations in projects: preparing, completing and modifying documents.



The Agora des Collectivités coordinating team

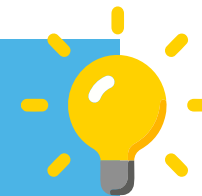
Do you have a user testimonial to share with us?

Having this type of "repository" is precious to be able to find answers to questions one may have at any time, finding who to contact and to share with a group. Agora is a treasure trove of information in all the domains in our sector. It allows us to always stay informed, even remotely.

How do you see the future of your community?

We want to become a content platform for our professions' expertise. The goal is to move towards more sharing and collaboration so that it becomes a reflex and contributes to the transversality between the Regional Delegations.

Employees and managers are invited to post freely, and each person makes their own contribution and breathes life into their article and the community in their own way.





“With its 883 members, the community offers an overview of all the department's activities.”



Scope: France



Owners:
Kendra Anney
Michel Levisse
Anne Baumgarten
Marie David
Franz Hokongciat
Corinne Galvan
Stéphanie Rae
Yannis Mikler
Naïma Ragond

The community is a medium where each team and each employee can express themselves.

- A progressive acclimatisation to new ways of working
- The team posts fresh information in a variety of formats
- Helps to improve employees' skills

What is your role at Orange?

The Com' DERS team is very active in this community, posting videos, web TV, conference calls, workshops, open-house events, etc. We post them regularly to inform, give meaning, and encourage sharing, reinforcing the team spirit of our department.

The DERSentiel community is intended for the 2,500 employees of the Network Operations and Services Department, which is the technical department in charge of supervising and operating the networks and service platforms.



DERSentiel

How does your community take part in the Engage 2025 strategy?

The organisation of our community is a full part of the Engage 2025 strategy since the five challenges that we will tackle over the next five years are clearly shown on the home page. They are shown as categories that are regularly enriched with publications. Each team is focused on these five objectives and contributes operationally to fulfilling them.

What are the characteristics of your community?

The community offers an overview of all of the department's activities. It allows us to:

- Communicate and structure the news
- Remind ourselves of our contribution to Engage 2025 with the banner that recalls our five challenges that are part of the Group's strategy
- Highlight the current news and assemble all of the information inherent to this news (for example, Covid19)

On the side, you can find the various levers and DNA of our department with the communities that are attached to them.

Each team, each employee can express themselves. We have observed two things. On one hand, help in using something often requires support through communication. On the other,

certain users take it upon themselves. In both cases, getting used to these new ways of working happens progressively.

How do you manage the community on a day-to-day basis?

Our social media manager Marie David, who initiated this community, left last year without a replacement. The Com' DERS team took over, making sure to post fresh information in a variety of formats: interviews, news flashes, HR articles, reminders of instructions and questions to encourage our members to interact.

The DERSentiel coordination team



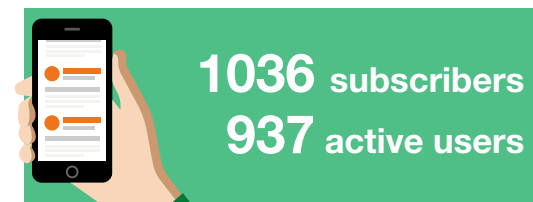
When we receive requests to relay messages to various teams, we encourage them to publish and share their best practices themselves, while offering support at the start.

What benefits do your users get from your community?

They find all the department's news and can contribute to it, keep an eye on what is going on in other teams, and can take pride when they are showcased in a portrait or interview. They can also find all the essential communication documents as well as the levers to improving their skills.

Do you have a success story to share?

During lockdown, our community kept up the connections between our department's employees. We quickly created a "COVID" project to share the many news, instructions and contacts that were going around at that time. We were inspired by other initiatives that we saw in the group, and decided to enrich our community by adding two special categories.



The first helped us to share our routines: light and seasonal dinners and our ideas for lockdown weekends. The second, called "NosHerosduRéseau" (OurNetworkHeros) allowed employees to share videos, audio recordings or writings about their business continuity. This allowed them to share their vision or to acknowledge a colleague.

How do you see the future of your community?

We need to continue to share news, successes and best practices and strengthen participation and take-up of digital technology through Piazza. One idea for this would be to create events or games.

The DERSentiel Piazza community is here for the 2,500 employees of the Network Operations and Services Department in charge of supervising and operating the networks and service platforms.





“Alone we go faster,
together we go farther!”

The AXiOM project team helps to identify and showcase best practices in the countries. The community was created to allow Orange Money regions (MEA, France and Romania) to share their experience outside of events and seminars.

- Regular sharing of best practices by country
- Faster, more effective customer service
- Smooth interaction in the community

What is your role at Orange?

The AXiOM programme was launched in 2017 around shared challenges: better integrating the Orange Money business into Orange's historical activity, simplifying co-building and co-working around Orange Money, bringing customer relations up to the quality standards of financial services, speeding up Orange Money's industrialisation and launching new banking services.



Scope: Group



Private
community



Owners:
Cédric Lemaire
Tatiana Rahandraha
Valérie Blanché
Mamou

The AXiOM project team helps to identify and showcase the best practices in the countries. The community was created in October 2018 to allow Orange Money regions (MEA, France and Romania) to share their experiences outside of events and seminars.

How does your community take part in the Engage 2025 strategy?

Our community takes part in the Engage 2025 strategy and is committed to moving to the next stage of excellence for all our Orange Money clients. It is a new growth driver in several ways: by continuously improving the customer experience, by increasing turnover through greater use of Orange Money, by optimising costs with increased customer self-service, and by reinforcing the compliance and security of Orange Money's customer journeys.

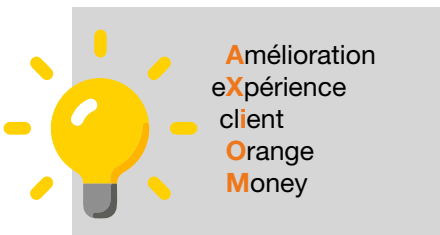
The AXiOM programme brings together 18 countries and involves a variety of professions.

What are the characteristics of your community?

While the AXiOM community accepts that it needs to be restricted to allow for sharing in total security, it is the reflection of the transversal governance of the AXiOM programme by four corporate units: MEA Orange Money, MEA MDEX, Mobile Financial Services and Customer Experience and Operations. The programme brings together 18 countries involving a variety of professions (marketing, technical, distribution, customer experience and relations, digital).

How do you manage the community on a day-to-day basis?

The community's coordination revolves around sharing annual seminars, in-person thematic workshops twice a year, monthly webinars and sharing the latest news. In spite of the well-known hesitancy of MEA countries to share on Piazza and the health crisis that placed a lot of constraints on our colleagues in the first half of 2020, especially with access difficulties, we continued to coordinate the community on behalf of the countries.



Improving the Orange Money Customer Experience

What benefits do your users get from your community?

On average, a best practice is taken up by at least seven countries in the three months after it is shared. Each country adds to the experience of the community's members: marketing, Orange Money distribution, the customer experience department, the customer relations department.

By capitalising on what was put in place, the countries optimise their resources to serve customers faster and more effectively.

This is how the customer journey was able to be revised: more attempts for entering the "PIN code", self-service account resets, recharges, upgrades, and unblocking of accounts, an overhaul of USSD menus to avoid failed transactions, drafting and managing a repository of client-centred questions and answers, etc.



The AXiOM coordination team

members' expectations. We created an action button - "I share my best practices" - and a search engine to make it easier to use Piazza. To help our members who are the least at ease in using the network, we created three video tutorials. With the digital transformation, our objective was to make the community more self-sufficient!

How do you see the future of your community?

The community is constantly changing and adapting to meet its



What a user says

Olivier Kanku, from the Orange Money team in DRC

"The community's strengths are the shared experience, which is the greatest benefit, and the comparison of opinions that allows each unit to speak out on a topic. This goes hand-in-hand with interaction which, even remotely, is incredibly smooth! In DRC, we felt the positive effects of these best practices during the health crisis. For example, 'Cash at home' during the lockdown had a positive impact on our business and customer loyalty. Like the African proverb says, 'Alone we go faster, together we go farther!'"



“Men and women committed and involved in the transformation to building a robust and effective Orange MEA.”



Scope: MEA



Open
community



Owners:
Virginie Chouan
Lamarana Gocky Barry
Claire Mousset
Olivier Perez
François-Xavier Rey

Kilimandjaro is a digital community for sharing and supporting Orange's transformation in Africa and the Middle East. It is agile and constantly evolving to stay useful, active, attractive, and user friendly.

- Bilingual content to impact more employees in the MEA zone
- A priority vector of information
- A relay of the vision and objectives of the transformation

What is your role at Orange?

Lamarana Gocky Barry: I'm responsible for internal communications at Orange MEA. I coordinate the network of internal communicators for Orange's subsidiaries and units in Africa and the Middle East, with 13 French-speaking and 5 English-speaking countries.

This network is made up of around thirty colleagues who are Plaza country project managers and the focal points of how Kilimandjaro is coordinated. As a central and local pilot programme, the role of our network is to support take-up of the Kilimandjaro programme by the countries' teams, to support the understanding of the stakes, objectives and challenges of our zone's transformation by creating a collective, mindset and dynamic that brings us together.

Kilimandjaro



Kilimandjaro

How does your community take part in the Engage 2025 strategy?

Kilimandjaro is a digital community for sharing and supporting Orange's transformation in Africa and the Middle East. This programme invites each of the region's employees to commit individually to take on the zone's challenges together. In a nutshell, Kilimandjaro is Orange MEA's own regional approach to the challenges of Engage 2025: it integrates them and translates them to reflect our geographical challenges.

What are the characteristics of your community?

Our motto is "post your experiences!". Above all, we want to invite our colleagues to publish their moments, achievements, successes, events, observations,



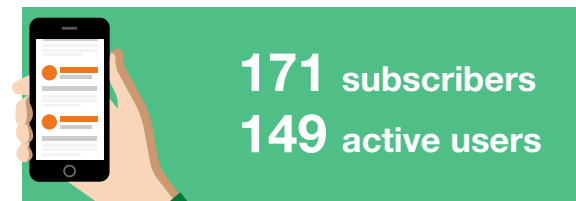
Lamarana Gocky Barry
Kilimandjaro Community Manager

discoveries and useful or inspiring best practices for the community. We are convinced that in the future we will all be transformers: men and women committed and involved in the transformation aimed at building a robust and effective Orange MEA. For this, we all have a role to play. The community is open to all, which allows us to get together around topics of shared interest. Like OMEA teams, it is agile and constantly evolving to stay useful, active, attractive, and user friendly, especially thanks to infographics and widget features.

How do you manage the community on a day-to-day basis?

Publications depend on the news from the Kilimandjaro programme and teams' contributions. For now, we do not have a set editorial calendar because we want to function in a reactive, agile way. However, we support the launches of new Orange MEA features.

For us, the Piazza community is a priority vector of information for mutual inspiration and creation of synergies.



What benefits do your users get from your community?

For us, it is a priority vector of information for mutual inspiration and creation of synergies. It is our preferred channel to provide the teams with the programme's vision and to clarify expectations in terms of transformation. The aim is to create a star local network, so that the transformation's players can interact and quickly benefit from feedback.

Orange MEA is a subsidiary in full emulation. So, we take care to fully explain the new features in a way that allows teams to understand and use them. Piazza, for us, is a tool for top-down and bottom-up information.

How do you see the future of your community?

It is clear that our members are reticent for now, and our challenge is to spark their interest and invite them to interact so that they go from being a "consumer" or "spectator" to a Piazza expert. We rely on our network of communicators to attract new members and increase our rate of publication. We want to expand our community as far as possible!

A success story

The country transformation plans and the transformation plans reviewed after the Covid-19 crisis were shared in the community. It is the showcase for the transformation dynamic, which has been deployed in 15 of 17 countries. The concertation approach was a great collective success, with more than 340 responses from the countries posted on Piazza. We track statistics and measure take-up by our members, who are mainly interested in documents, presentations and videos that they download to use on their workstation.





“Our group helps to reinforce corporate culture at Orange Côte d'Ivoire.”

The community offers a communication platform that is both top-down and bottom up, but above all it is interactive, allowing employees to share their experiences, information, and ideas. In the long term, the objective is to bring forth a collective intelligence that can benefit our company and everyone.

- A variety of content that combines fun and professional topics
- A window of expression to share your opinion and experiences
- Challenges to breathe life into the community



What is your role at Orange?

Barthélemy Konan: After four years of institutional, digital and external communications, I arrived at Orange Côte d'Ivoire in April 2017 as an international communications officer, part of a devoted and skilled team. My role is to steer communications on the Group's programmes and to implement internal digital initiatives. This gave me an opportunity to work on major projects such as the launch of the Oz programme, the deployment of the Orange Warranty, the implementation of the Sentinelles system (a employee monitoring programme on social networks) and, more recently, the creation and coordination of the Internal Communication department's Telegram channel.



Orange 
Côte d'Ivoire



Scope: MEA



Members-
only
community



Owners:
Barthélemy Konan
Thérèse Fallone
Bouable

How does your community take part in the Engage 2025 strategy?

Our objective is to offer employees a communication platform that is both top-down and bottom-up but, above all, interactive, allowing them to share their experiences, information and ideas. In the long term, the idea is to bring forth a collective intelligence that benefits our company. In this sense, the community seeks to tackle the challenge of creating the company of tomorrow, based on collective emulation and shared information.

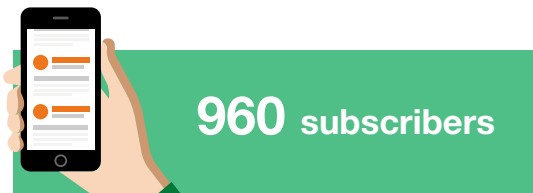
What are the characteristics of your community?

Our community is built around a simple editorial policy that represents a real mantra for us: combining work with fun.



**Barthélémy
Konan**

Coordinator
Orange Côte d'Ivoire



So, our content is rather varied: corporate information, fun challenges, polls or requests for content on specific topics that relate to what is going on in the company at the time.

How do you manage the community on a day-to-day basis?

We communicate with articles and videos nearly every day, depending on the density of the news. We have organised challenges such as "*Les Plazziens du mois*" (Plazza user of the month) to reward the most active users. We organise fun training sessions in person and remote meetings to support them. I draw my energy from my passion for communication in its globality, but also NITCs, in which I have been immersed since university, where I was at the head of our student association's IT departments.

"I found documents that allowed me to make progress on in-house projects. I would say that, overall, it's a gold mine."

Honorine Kadio

In this sense, our group helps to reinforce corporate culture at Orange Côte d'Ivoire.

Ever since, I have had a passion for all things digital. I dived into MOOCs to train myself. When I was entrusted with the management of the community at Orange, I said to myself, "here's a great opportunity to keep in touch with digital technologies and to put in place initiatives that will help employees to take up digital tech".

What benefits do your users get from your community?

The main advantage of the Orange Côte d'Ivoire Plazza Community is to act as a window of expression for both professional topics and the company's social life. Employees can joke among themselves, talk about serious topics, and share their opinions and experiences.

How do you see the future of your community?

For me, the companies of the future will be those that bring about an internal shared intelligence. This will ensure that employees remain committed, which is a requirement for the group's constant renewal. I always think about when Facebook arrived in Côte d'Ivoire in 2008/2009. Most posts from users in Côte d'Ivoire were photos. Nearly 10 years later, major initiatives started or emerged from Facebook to influence Ivorian society. My dream is that, one day soon, the Orange Côte d'Ivoire Plazza community brings about this collective intelligence and gives rise to ideas and projects that benefit the company.

A success story

When we decided to launch our Plazza community, several of our colleagues were puzzled. We were worried that we would encounter a certain resistance to change, and many of us were not yet familiar with using a social network. However, the community was well received at launch and quickly exceeded 100 members. Today, our team is contacted to help other colleagues set up their own communities. It's a great source of pride for us!





“The time saved and the increased agility and accessibility of information are significant.”



Scope: MEA

The community seeks to build the skills that the company will need in the future. It offers a variety of content to raise users' awareness of digital tools, inform them of job offers and encourage them to share their experience. It has progressively become an intranet for GOS's employees.

- A dynamic, tile-based structure
- A relay for the company's information
- Categories that evolve with users' needs



Private
community



Owners:
Sika Amedodji
Alexandre Koffi
Ange-Philippe
Kouakou

What is your role at Orange?

Ange-Philippe Kouakou: I am in charge of internal communications, employee engagement and training within Groupement Orange Services in Côte d'Ivoire. I started at Orange in January 2017 in external communications, then moved to the internal communications department in GOS S.A.'s Human Resources, where I am enjoying my career today.

Plazza GOS 



How does your community take part in the Engage 2025 strategy?

To build the company of the future and tackle the skills challenge, our company relies on several categories such as:

- "E-learning Wednesdays" to encourage staff to continue learning digitally
- The "job offers" box where we list opportunities for internal mobility within Orange MEA, vacancies at GOS, etc.
- Members can share their experiences digitally through videos, such as those made during the International Women's Rights Day and farewell parties.

Finally, the community is becoming an intranet for our employees: more than 80% of them are currently connected. It was an especially effective relay for information during the crisis.

The big advantage is being able to share all questions between the store sales teams and customer service!



What are the characteristics of your community?

I mainly use graphics and tiles. I try to diversify to offer a dynamic, engaging structure. The community is closed since it is intended for Groupement Orange Services employees. The information that we can find there is specific to GOS and its context. Our community has only existed for six months, and the number of members, essentially employees at GOS, has ballooned in five months! It has greatly exceeded our expectations.

A success story

For me, the best example of a success story is the "E-learning Wednesdays". Employees have access to twelve e-learning modules on a variety of topics that correspond to what is happening in the company today. For example, during biannual evaluations, e-learning modules focus for the most part on career evaluation and progress.



Ange-Philippe Kouakou,
Community Manager for Plazza GOS

How do you manage the community on a day-to-day basis?

We update the content every four to five days, and we try to make the page dynamic by regularly offering new information. The headlines and front-page content change every month. New categories emerge on demand from other departments (Security and IT, Quality & Risks, etc.). The community follows the company's news, which is crucial to fulfilling its role as a relay of reliable information.

We often organised in-person events, but digital meet-ups became an increasingly obvious and necessary solution.

We took inspiration from our own experiences on social networks as well as other communities like Orange Campus. As for our design, the goal is to make the digital experience smoother and more intuitive.

Three managers coordinate the community: HR Director Alexandre Koffi, Sika Amedodji, and myself.

What benefits do your users get from your community?

Users can like, comment and ask questions. Their interactions are mainly centred around the content posted by page administrators.



For the moment, they don't really exchange amongst themselves. The time saved and the increased agility and accessibility of information are significant. Now, employees' digital experience at GOS is real. Digital technology is gaining new momentum with the crisis that we are traversing, and the timing is perfect for Human Resources and Communication.

How do you see the future of your community?

I see the community as not just a relay of information and recognition, but also as a collaborative tool where employees can set challenges for each other and make more suggestions and proposals. For me, this is when employee's digital experience will be complete.





“From this space, our clients can discover more about the teams involved but, more importantly, can interact more effectively with the teams.”

The community's purpose is to provide information to customers on Virtual Network Functions (VNF), which are a cornerstone of the future network.

- The overhaul of the community made it more accessible and dynamic
- It offers customers better visibility and encourages interaction with the project teams
- It helps to save time by facilitating information sharing

What is your role at Orange?

Nicolas Homo: I've been working at Orange for 15 years in various domains ranging from BSS, TV set-top boxes and Cloud infrastructures. Since April 2020, I have been the deputy director of OLN/CISS with a specific focus on Transformation, Strategy and Operational performance.

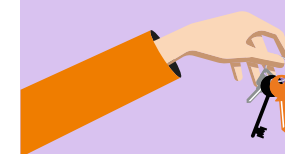
Maria Antonescu: I have been working at Orange Services for 2 years in CISS as a communication specialist, and I am now fully dedicated to my project, our Plaza community which I started with Nicolas in 2018-2019.



Scope: Group



Open community



Owners:
Talyssa Sorcelle
Stéphane Demartis
Fabrice Arnaudo
Jasmyra Dua
Vincent Mahe
Maria Antonescu
Nicolas Homo

Cloud
infrastructure
solutions
and services 



Cloud infrastructure solutions and services

How does your community take part in the Engage 2025 strategy?

Our community aims at providing information directly to our customers and to Orange group affiliates. For them we provide private cloud infrastructures to host the Virtualized Network Functions (VNF) which are the cornerstone of the network of the future and we work on how we can better contribute to reinventing our operator model!

In addition to our customers, our employees also access, share and exchange information directly in the Plaza group rather than sending hundreds of emails to each other. This is a dramatic change in terms of collaboration and also significantly reduces our energy consumption.

It is now easier to find something with the CISS portal. It is really helpful.

Christophe Jelen
CISS Romania Director,
Orange Services

What are the characteristics of your community?

Our community was created in April 2019, and we did a makeover to make it more accessible and dynamic. Thanks to clickable widgets we highlight the latest projects and teams and allow our readers to know at a glance the latest news posted on our Plaza page.

From this space, our clients can discover more about the teams involved in the ongoing projects they perform, but more importantly, can interact more effectively with the teams.

CISS is an open community for all clients and employees to have a sneak peek at what we do.

The "Cloud infrastructure solutions and services" coordination team



How do you manage the community on a day-to-day basis?

On a daily basis we post content every time we want to share news about ongoing projects and teams' achievements in order to give more visibility to our clients.

Nicolas and I act as Community Managers in charge of content and design coordination.

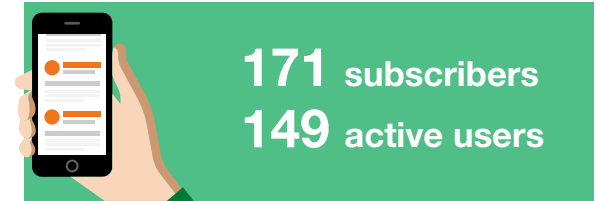
Despite the impact of Covid-19, we managed to organize a few online challenges and events during this time and to interact with our clients and employees.

We are always in touch with our team in order to stay up to date on news, projects...etc.

My personal source of inspiration was my colleague Andreea Comarniceanu, who showed me Plaza from a different perspective and I loved it.

What benefits do your users get from your community?

The community helps us stay more connected and makes it easier



to share information on different activities.

We therefore have a significant increase in visibility and awareness on our projects.

The best thing is that we have visibility from our clients and it's easier for them to be up to date with developments in ongoing projects and of course with our team's achievements.

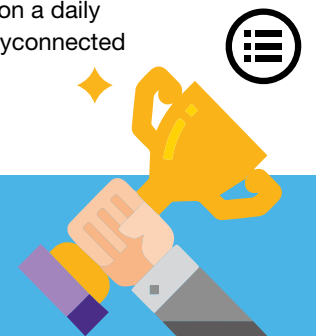
How do you see the future of your community?

We will continue to keep our clients up to date and to allow them to be a part of our community and become more familiar with what we do.

Our users are starting to visit and use our Plaza page on a daily basis in order to #stayconnected and to access different information more easily.

A success story

We regularly had requests from one of our internal customers who expressed a need for reports on the use of a specific service. So, we set up a dedicated Plaza page to share this reporting, and our customers can now directly access the information and much more, directly in the group. We strongly believe it's the future way of working as it saves a lot of time for all the stakeholders!





“Sharing an experience with our colleagues is a great way to help our collective intelligence to progress!”



Scope: France



Private
community



Owners:
Karine Ricaud
Olivier Carpentier
Laurent Marchou
Thibault De La
Fresnaye
Philippe Fredon
Annie Gérard

The community is a one-stop shop for distributing useful transversal information. It also helps users to stay informed on the issues that are handled at Product Innovation and to contact a person of reference on a specific subject, if needed.

- General information categories to find a document quickly
- The "Calendar" feature to track important events
- Presentations for better knowledge of co-workers' activities

What is your role at Orange?

We want to make innovation inclusive and responsible, a contribution that serves our clients, so we explore, co-build and deliver the products and services of the future, applying our product marketing expertise and our knowledge of technological ecosystems to serve countries & PFI.

**PMD Innovation
Produits**

PMD Innovation Produits



The Product Innovation PMD coordination team

How does your community take part in the Engage 2025 strategy?

We are aligned with the second aspect: "accelerating our moves into new regions", and our major projects are:

- 5G, including 5G lab
- AR/VR
- Smart cities
- Hope (Health & wellness)
- O.Telephone (shop appt., monetisation)

We also put data and AI at the core of our model with data@home (smart home, router, segmented TV, cybersecurity) and are working to become an employer of the future by promoting CSR. This applies to all our projects by increasing awareness and control over the household's use of digital technologies and smart erasure for the router.

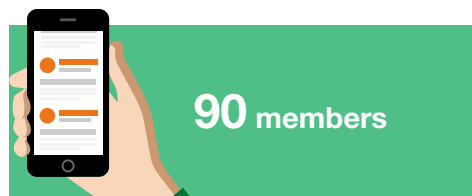
Furthermore, we are launching innovative projects in partnership with countries to help increase their revenue or reduce their TCO on our products.

What are the characteristics of your community?

We have general and top-down information categories where it is easy to find the latest version of a document. Also, our tool allows users to ask questions open to everyone or to find key dates, for example the start of the exploration milestone. Do you need expertise, feedback, or a counter-argument on a topic? Ask us the question! Sharing an experience with our colleagues is a great way to help our collective intelligence to progress!

How do you manage the community on a day-to-day basis?

Our information banner changes monthly, and we have set up an internal editorial committee.



Sharing an experience with our colleagues is a great way to help our collective intelligence to progress!

Concretely, our community has helped us reduce the number of emails and attachments that we send, and we post presentations, reports and order tracking as we go. We have set a project challenge to encourage colleagues to post simple and, if possible, fun information as well as their tips and tricks for using Piazza to the fullest. Anyone can throw out a "message in a bottle" to find a specific resource or employee expertise. Furthermore, we have a section where each project manager can share a short presentation of their activity so our colleagues can better understand their role.

What benefits do your users get from your community?

First, the community is a one-stop shop for distributing useful transversal information. It also helps keep people informed on the issues that are handled at Product Innovation and to contact a person of reference on a specific subject, if needed.

Users can easily participate in interest groups by asking for help or offering information.

The entity shares more information on the projects and subjects handled at DIP.

Do you have a success story to share?

Our community is quite young, but our employees contact us regularly to add categories, contribute to its coordination and improve shared work (GDPR, order tracking, idea wall, etc.). For example, Annie could not easily share order tracking to keep her colleagues up to date. Thanks to the community, she was able to post it as she went along and received many thanks.

How do you see the future of your community?

For now, the community requires work every day to demonstrate its usefulness to each of our co-workers. We plan to expand our editorial committee, which is a good way to attract ambassadors who are close to the teams and spread innovation on how we use Piazza. Thanks to this committee, new ideas are emerging and developing for everyone's benefit. We hope that we can continue to increase traffic and find new domains of application that will help our co-workers.





“Managers can find information more efficiently because it is centralised.”

A community that is mainly intended for West DA managers. However, it is open to other DAs, which can use it for inspiration or for building on existing work. It really helps to reduce the number of emails, since the unit's transversal staff have gotten into the habit of posting their messages directly on the community.

- A reduced flow of emails and information that is well organised
- Content needed for a well-running shop and updated regularly
- A boost for teams' operational effectiveness

What is your role at Orange?

Jérôme Cognet: I am the communication manager for the West Distribution Agency (40 stores). As such, I organise events and support transversal communication for managers and executives. I highlight the unit's talent and circulate information through two daily newsletters and two Piazza communities (as well as the DO intranet and other various media).



**Managers
AD Ouest**



Scope: France



Community
restricted to
members



Owners:
Claire Fonteneau
Pierric Lucas
Alain Roy
Adeline Brocq
Jérôme Cognet

Managers AD Ouest



Jérôme Cognet,
Managers AD Ouest Coordinator

How does your community take part in the Engage 2025 strategy?

The community is primarily intended for managers and deputies in our 40 stores (around 80 people).

Previously, they received a multitude of emails from transversal services, often with many attachments.

Now, all the documents, briefs and messages are grouped within the Managers AD Ouest community. As a result:

- Less digital spending and pollution as fewer attachments are sent
- Managers can find information more efficiently because it is centralised.
- To help spread information, the "pull" of the Managers AD Ouest is supplemented by a "push": an "Essentiel Managers" newsletter that brings together all the community's essential news, with links instead of attachments.

What are the characteristics of your community?

Its target audience is managers, but it is open to everyone. This way, other DAs can take inspiration from it and build on existing work to avoid having to redo it themselves. Also, advisors who are not managers but who have manager-delegated topics can access the information.

Since we set up this Managers AD Ouest portal alongside the "Essentiel Managers" newsletter, our unit's transversal staff no longer send emails to all managers: they use the community to send their messages.

How do you manage the community on a day-to-day basis?

I trained the transversal staff in using these Piazza tools and publishing a newsletter so they could be self-sufficient. I am still the "editor-in-chief" on hand to correct, guide and clarify publications, if needed.

Of course, the topics are very profession-centric and necessary for an Orange store to run well.

Regular content ensures the community is dynamic thanks to the constant production from members.

The big issues are obviously sometimes driven by other channels (managers' managers, in particular).



However, they are missing essential information if they do not visit the community or read the Newsletter.

What benefits do your users get from your community?

- The flow of emails has lessened since the onboarding onto Piazza, which allows operational managers to organise information without the risk of losing it.
- The information is categorised and archived onto a single page, so they can find anything they need, any time.
- Transversals also benefit since their messages are grouped together on the Managers AD Ouest page and carry more weight than if they were sent individually by email.

How do you see the future of your community?

Today, no one wants to see emails sent in large numbers with attachments that weigh down email inboxes and increase digital pollution. Everyone is satisfied to see operational information brought together and categorised on a daily basis.

Thus, our objective is to make this community sustainable and to coordinate it over the long term.

A success story

When stores re-opened for business, instructions, counter-instructions and emails were pouring in from everywhere for the business resumption plan (BRP). Managers were drowning in a flood of information, and email inboxes were saturated. We set up a way of circulating information through the community, and we brought the distribution of news under control on these urgent, operational issues. We simply delivered the essential information to our managers. Their email inboxes were lighter, and the servers were less stressed, too, with operational efficiency as expected.





“Every day it gets richer and is used to test new features and collaborative approaches.”



TGI
Technology
and Global
Innovation 



Scope: Group



Open space



Owners:
Sonia Ladjmi
Karine Baud
Hélène Baudouin
Philippe Tanic
Marine Delemarre
Robert Pankowski
Valérie Persillet
Sylvie Moulie

Our space allows us to evolve our ways of working to be much more transversal and open. It helps to co-build the company of the future and support TGI's employees in their responsible transformation.

- A high engagement rate thanks to the implementation of virtual meetings
- Better visibility for TGI teams around the world
- A "push & pull" strategy to highlight important publications

What is your role at Orange?

We are TGI's Culture & Engagement team. Every day, we take action with our network of communicators in France and abroad to drive understanding of the Engage 2025 strategy and our priorities and objectives of transformation while fostering a sense of belonging and engagement among TGI's employees through innovative and inspiring initiatives.

TGI Technology and Global Innovation

We created our Piazza community to have a more conversational internal space and bring our teams together in a unified space. Here, we share business information along with more casual moments at work.

How does your community take part in the Engage 2025 strategy?

Our space helps to co-build the company of the future and support each employee in their responsible transformation. Piazza allows us to listen to, respond to, and interact with TGI teams in France and abroad as well as with all our colleagues in the Group.

Our space allows us to evolve our ways of working: much more transversal and more open. Here, our communication team is not the only content publisher, but rather a driver of connection and meaning. We have become coaches for change by testing new collaborative methods, and we support TGI teams and our internal networks in promoting their own news and making the most of Piazza.

The TGI coordination team

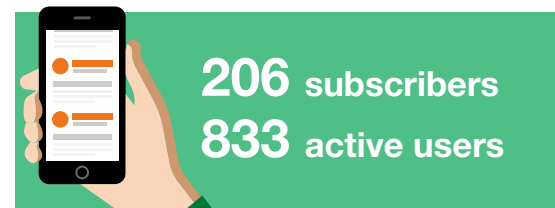
What are the characteristics of your space?

Our space is young; we launched it a little earlier than we planned in the unexpected conditions of lockdown. It is bold and uniting since it tackles the challenge of becoming the place to maintain our relationships during this particular period.

We are learning as we go. Every day it gets richer and allows us to test new features and approaches. Finally, it is multicultural, just like our TGI teams who are spread out at ten countries around the world.

How do you manage the community on a day-to-day basis?

Contributors from all our units publish content regularly. We do "push & pull" with links to the publications that we want to highlight.



We create appointments and/or events. For example, for the Music Festival, we launched a request for in-house talent. Many of our co-workers who were singers and musicians shared their passion, allowing us to assemble a "virtual concert" with a best-of video. This event saw the strongest engagement rate of our community, and this success inspired us for the future. Finally, as community managers, we comment on and "like" publications to encourage members to keep it up and continue to breathe life into our community.

What benefits do your users get from your community?

Users of our space have a place where they can express themselves, be informed, ask questions, exchange best

practices, and share their expertise. Our space also gives them greater visibility. For example, when our colleagues from Cairo or Lannion post local news on our TGI space, it goes global and makes connections beyond borders and organisations. This type of news is also fresh, regular, and nearly real time.

How do you see the future of your community?

We want it to stay fresh and bold by renewing it and continuing to test new features and coordination practices. We hope that it will continue to gain new members and contributions so that it can serve as a reference beyond TGI and inspire future communities.

A success story

2569 views, 196 likes, 64 comments and 12 shares! These are the figures from the success story "*En Juin, faites de la musique et enchantez-nous*" (In June, enchant us with your music). A take on the music festival that we organised on Piazza which brought together our teams, no matter their unit, country or role in the organisation.





Atenea 

“The ideal solution to circulate information between stores and accelerate our sector's growth.”

The community allows sales assistants to take training modules to develop their skills and view entertaining content that contributes to wellness at work. The community's success is due at least in part to the internal communications team at Orange Spain (Cayetano Galbete), which helps coordinators to begin important initiatives by communicating on the intranet.

- A widget for doing quick searches for experts
- Intuitive viewing of content to facilitate understanding
- Skills development with training

What is your role at Orange?

Our role is not just to generate significant sales volume but to be the hands, eyes and ears for the company's sales and distribution network. We are considered as Orange's "Sales Lab of Excellence". The positive digital/retail experiences developed in our own stores are transposed to all channels, including a thousand distributor points of sale. The team is comprised of four managers spread over three sales sectors, one operations manager, and seven specialists working in different domains (training, systems and business).



Scope: Spain



Private community



Owners:
Marta García Martínez
Javier Ortega García
Antonio Figueredo Cerdeño
David Nuñez Pernot
Diana Carpio Fernández
Luis León de Ceano-Vivas
Raúl Caballero García
César de las Heras

How does your community take part in the Engage 2025 strategy?

We mainly contribute to the Engage 2025 strategy in three ways:

- We share best practices among the stores according to the results obtained to help fulfil the main key performance indicators.
- We digitise all our training channels so that sales assistants, no matter where they are, can develop their skills constantly with the least impact on their work.
- Finally, we believe that work needs a bit of entertainment, so we continue to be interested in activities that allow sales assistants to get some delight out of their work.

What are the characteristics of your community?

We do our best to centralise essential and useful information as much as possible so that each member of the community can view it anytime, anywhere. We encourage users to collaborate on documents on Piazza and to share their best practices and tips on the social network.

This is a community made by and for the stores and anyone working as a sales assistant.

We also have a feature that can locate experts quickly, whatever the need may be.

Also, every month, some of the stores upload content related to their best practices just for other stores to implement them themselves.

What benefits do your users get from your community?

The main advantage of our community is accessibility. It is the principal place where sales assistants can find any information they are looking for. Our publications encourage members to discuss the answers published and share their own



The Atenea coordination team

problems or content. This is the best way for information to flow among stores in order to achieve our goal of accelerating the growth of our area.

How do you manage the community on a day-to-day basis?

Store manager David Nunez updates a daily report on sales. That way, all the stores can on follow up their achievements in regards to the monthly targets. Another manager, Cesar de las Heras, updates all the training content. For example, when Orange launches a new product, we upload all the related information so that the sales assistants can view it and obtain answers to their questions or learn something new. All of the content has to be published with a friendly tone, be easy to watch and learn, and constructive.

Atenea is the Spanish name of the Greek goddess of wisdom, Athena.

The community's logo is a feather, a reference to Athena's symbol, the owl.



How do you see the future of your community?

We will soon include our own training follow-up, so that we can further encourage use and communication throughout the community.

We will increasingly use the tool as a way to motivate employees, and not just as a database of content, competitions, experiences from each store, challenges, etc. We hope that using it in this way will help us reach our key objectives. Atenea on Piazza will continue to be the community of reference for our shops' salespeople and staff to help them find everything related to their daily work.



A success story

During quarantine, we created a space on Atenea where everyone could share a best practice or an idea to improve the productivity of one of a sales assistant's main activities. Some people in one region of Spain were inspired by the best practices shared by another region and quickly saw positive results. Every thought, decision and idea was then driven by all the information they found, and their productivity significantly increased.





Business Continuity Management



#Business continuity #Clients #Communication

“The community provides relevant and up-to-date statements and solutions that can be given to customers both proactively and reactively.”



Scope: OBS



Open community



Owners:
Lucie Le Goff
Eric Boniver
Marie-Noëlle Cavallaro
Kahina Medjabra

The main goal is to anticipate customers' needs, answer their questions and reassure them about business continuity management.

- Guarantees information is relevant and approved by the company by applying a certain level of moderation
- Saves time because information is easy to find
- 54,979 views in all, one of the most viewed and active communities throughout Orange Group during the crisis

What is your role at Orange?

Marie-Noëlle Cavallaro: I am located in Sophia Antipolis, in the south of France and work in Customer Service Operations (CSO). Since 2003, I have been in charge of communications for the OBS location in addition to my current role as Communications Manager in Global Support & Strategy within CSO. I am also a Digital Ambassador and an Agile Method Ambassador.

My colleagues from the Communication department at CSO are based in Paris, Brussels and Bratislava. We are here to serve a global community of more than 8,000 CSO employees around the world.

Business Continuity Management

How does your community take part in the Engage 2025 strategy?

At the beginning of the Covid-19 crisis, I was asked to publish the OBS Business Continuity & Crisis Management Statement of Capability, signed and sponsored by our CEO, Helmut Reisinger, on Piazza, in anticipation of customer queries.

No obvious place existed but given the urgency, in true agile mode, we launched our MVP (Minimum Viable Product), creating this community to centralise all relevant statements for customer-facing teams across OBS. As time and needs evolved, we fine-tuned the structure to improve the user experience.

Providing a transversal space, open to everyone facilitated access to validated statements. The customer-facing teams were able to digitally access this information repository, to anticipate their customers' needs, answer queries and reassure them of our proven BCM experience in these unprecedented times.

What are the characteristics of your community?

The community is open to everyone, although it is specifically intended for customer-facing teams.

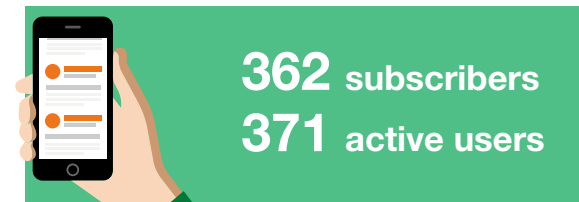
It also provides links to relevant intranet and Piazza information (HR, FAQs, health & safety, travel information) as well as external links to the World Health Organisation. By using permalinks we ensured that users had access to the latest information rather than lose valuable time updating information.

As the Covid-19 crisis stabilizes and we see people getting back to the office, requests for specific information are now diminishing.

How do you manage the community on a day-to-day basis?

The community grew organically due to the crisis, thus proving that where there is a will, there is a way. Each proposed statement was validated by Mathilde Kimmerlin and Elizabeth Mayeri, CMI Communications, whilst Jean-Michel Chaduc, leading the OBS BCM program, validated the information from an operational standpoint. I then posted this company-approved information to Piazza for customer-facing teams to consult.

When other users wished to publish posts, there was a level of moderation necessary to ensure information was pertinent and validated at company level. Miroslav Burdych helped me to set up the Piazza space, whilst my CSO Communication colleagues, namely Lucie Le Goff, Eric Boniver and Kahina Medjabra, provided invaluable backup and support.



What benefits do your users get from your community?

The purpose of the community was not to solicit likes, comments or reactions but to provide relevant, up-to-date statements and solutions that could be communicated with customers on a proactive or reactive basis. This way, customer-facing teams knew where to go for reliable information.

How do you see the future of your community?

There will always be a need to centralise timely, reliable, customer-facing communications to avoid people spending precious time searching. So, one way or another, this community will undoubtedly live on.



The Business Continuity Management coordination team



A success story

Between March and early July 2020, the BCM CC Piazza space was viewed 54,979 times, with a peak of 9,198 views on 17 March. In mid-March, this space was the most-viewed Piazza space in the entire Orange Group. These figures demonstrate the need to be able to quickly find reliable, relevant, approved and timely information. Users quickly adapted to this new collaborative, transversal and digital way of working and hopefully this will contribute and consolidate new ways of working in the Orange of tomorrow.





“We provide inspirational content to stimulate new solutions and new ways of thinking.”

The community is focused on data and AI and makes it easier for the company to derive value from data. It also works to create a new working culture at Orange Polska.

- Easy-to-use media
- Thematic blogs to improve IT knowledge
- A self-sufficient community where members interact with each other

What is your role at Orange?

We set up our community in May 2019. From the beginning, the Data Freaks community was built around data and focused on facilitating value creation from data for the company. We promote mutual help in carrying out everyday tasks and raising one's skills by sharing knowledge and best practices. We are focused on transversal co-operation among analysts, data scientists and everyone who works with data at Orange Polska.



**Data Freaks
Polska**



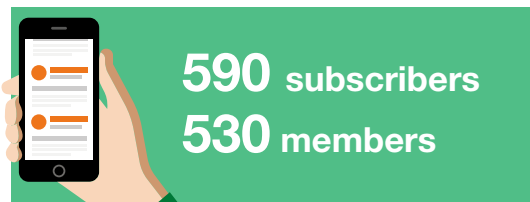
Scope: Poland



Community
restricted to
members



Owners:
Martyna Celińska-Spodar
Nina Urbańska
Karolina Nowak-Kulak
Margarita Dolińska,
Krzysztof Suchoński
Grzegorz Górny



How does your community take part in the Engage 2025 strategy?

We contribute to pillars related to Data and AI by training users and supporting skills development in data analysis.

We organise educational meetings and deliver content in the fields of AI, data analysis and visualisation and programming. We participate as well in the creation of a new work culture at Orange Polska, in which we build our competencies in a new way.

What are the characteristics of your community?

Membership in the Data Freaks community is limited to Orange employees, but we are open to exchanging knowledge with others, i.e. those who are not OPL employees (for example, cooperative events with other companies' communities and

special guests from outside OPL). Our community is open to everyone in Orange, because we want to share knowledge and experience with all employees. We want the knowledge on Data Freaks to be widely spread across the company, so we communicate about our actions on Piazza during various meetings and in our newsletter.

How do you manage the community on a day-to-day basis?

We have 566 followers, 511 members and 4 moderators (Nina Urbańska, Karolina Nowak-Kulak, Martyna Celińska-Spodar and Grzegorz Górny).



The main value received by members who actively participate in the community is recognition.

The Data Freaks Polska coordination team

What a user says

Grzegorz Zyśk, Strategic Analyses and Reports Expert



"For the first time, I realised that there is a place in a corporation where you can exchange knowledge, and there are so many people willing to help. I solved my problem thanks to this community, where in other companies it took me a few days of calling and looking for the right person. I hope many more people join our community!"

We focus more on quality than on quantity. It's important for us that the materials are of practical use. We provide inspirational content to stimulate new solutions and new ways of thinking.

Since 2019, we have organised 20 events (online and on site). All recordings from these events are published on Piazza.

We are always on the lookout for interesting and valuable training courses. Meetings are organized both with external and Orange Polska employee speakers. We try to organize at least one meeting per month.

We closely cooperate with OPL HR - they support us in developing our community and they are a great help in establishing cooperation with external speakers.

What benefits do your users get from your community?


Members mostly interact among themselves – they don't need moderators for that. The administrators provide organizational support and some of us have a member's role.

How do you see the future of your community?

In the future, we hope to see more active "Data Freaks" involved in drafting content (sharing best practices) and fully committed to events (organising and managing events and asking questions). We want our community colleagues to feel comfortable enough to publicly ask questions via Piazza.





Akademia 
Service 2 Sales



#Stores #Best practices #OPL

“In need of additional knowledge for your sales pitch? Join us and learn something the whole time you're here!”



Scope: Poland



Open
community



Owners:
Maciej Obara
Rafał Janoszka

The community connects the sales teams in customer service with the other teams at Orange. It works to explain the offers and procedures, and also provides tips and tricks for sales.

- Dialogue is the community's *raison d'être*
- Content diversity is underscored with the SE Blog tile
- Audio recordings of the best discussions are available

What is your role at Orange?

Our team of nine has worked in the Customer Experience field with a deep focus on Service 2 Sales since 2017.

What do we do, exactly? We try and create an environment in which sales can happen naturally as part of customer service (often as a solution to the problem). We encourage, support and motivate all sales activities by many different approaches, the latest of which is Akademia Service 2 Sales on Piazza.

Akademia Service 2 Sales

How does your community take part in the Engage 2025 strategy?

We strongly believe in tackling the skills challenge: what we do here is something beyond the everyday avalanche of emails containing lots of information. What we deliver is optional content of benchmarks, solutions and best practices from live conversations. In need of additional knowledge for your sales pitch? Want to know how others do that? Join us and learn something the whole time you're here! Piazza seemed to fit our needs perfectly, as it is accessible anywhere and from any device, whenever you see fit. Modern thinking requires modern solutions. This is where we come in.

What are the characteristics of your community?

We're an open community serving as a bridge between our sales teams within Customer Service and other Orange teams, explaining offers, showing how to's and tips and tricks.



Maciej Obara and Rafał Janoszka,
Akademia Service 2 Sales Coordinators

As we show what and how to learn, we need to learn twice as fast, that's why it's open to everyone within the Group. We're hungry for feedback. Mostly blog-type posts with infographics are our daily bread so "Blog Tile" is our best friend (we promote the most important posts with Slider). But we also feature short movies and weekly best conversations in audio files.

How do you manage the community on a day-to-day basis?

As we try to keep things simple and transparent, we publish different types of content once or twice

Tackle the skills challenge?
You can count on us!

a week. We share audio files from our best sales and a variety of technology blogs (Antyweb, Telepolis, Gsmonline). Once in a while we contact smartphone companies to ask about their products and vision. There are two community managers, but managing our community is the result of shared thinking by the team, as was the inspiration and idea to begin something that we hadn't yet seen anywhere else.

What benefits do your users get from your community?

Its main advantage is the ability to incite conversation. What do we mean by that? Just speaking naturally, without formal language and structural communication. The flow of information is visible and real when the manager of one of the sales teams uses the community's content to motivate their team.

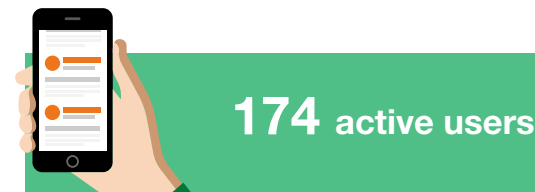
You can ask us a question, comment or give us feedback in the form of likes or stars. We often get ideas for new content from outside of Piazza, even in a casual corridor walk and talk.

How do you see the future of your community?

As we mentioned, this is a free-to-join community. We are getting a clearer picture of the profiles of the people interested in joining. It would be great to have other fields aboard as well. We share experiences from the Service 2 Sales point of view but we'd love to learn experiences from others in a customer/seller context.

A success story

In just four months we created a digital-era communication standard: we invite employees to join us by posting a news brief that invites them to view the complete article directly on Piazza. We believe this is new: you can discuss and shape the communication you receive.





“Plazza provides a secure, reliable forum for sharing information.”

We created our Plazza community with the main goal of sharing experiences, connecting our employees, increasing the visibility of our teams and projects and creating an open window for the customers.

- The SE Slider tile makes hot news easily identifiable
- Interaction between colleagues and customers is at the heart of the community
- A community overhaul for better visibility of everyone's projects and achievements

What is your role at Orange?

Andreea Comarniceanu: I started to work at Orange Services two years ago, as an Internal Communication Specialist. I am part of a friendly and dynamic communication team. We have a bunch of ideas that we love to share with our colleagues! Now I am fully dedicated to the project closest to my heart, our Plazza community, which I started to develop in 2018 and for which I am the community manager.



**Orange
Services**



Scope: Romania



Open
community



Owners:
Ioana Lupu
Lucian Sburlea
Andreea Comarniceanu

Orange Services

How does your community take part in the Engage 2025 strategy?

We share information on our teams' achievements on projects like RPA (Robotic Process Automation), IoT (Internet des Objets), Big Data, SmartHome and Djingo. Plaza provides a secure, reliable forum for sharing information. We will continue to share the initiatives of our teams and to strengthen interactions with our colleagues and customers. The fact that we receive feedback via the comments section on the initiatives we share is also very useful.

What are the characteristics of your community?

The community was created in 2015, and we overhauled the



Andreea Comarniceanu,
Orange Service Coordinator

community to make it more accessible and especially dynamic. With a clickable banner, we highlight the latest articles posted online, which allow our readers to see the latest news at a glance. We have also added a widget dedicated to our news on LinkedIn, creating a bridge to our page so our visitors can have a complete overview of our activity in this media channel. From this space, our customers can discover more about our teams through the projects they perform, but above all it fosters interaction between them. Ours is an open community, like a window for our clients, encouraging them to freely interact in a friendly environment.

An eye-catching image and interesting content: that's what makes you want to come back to a page!



How do you manage the community on a day-to-day basis?

I post content every time I want to share news about our projects and our team's achievements in order to offer more visibility to our customers (at least once a week).



I act as Community Manager, in charge of content and design coordination, and in every department we also have a person dedicated to community coordination. We are always in contact to stay up-to-date on news, events, etc. I tried to adapt our strategy in order to increase the visibility of our teams and projects. I was inspired by Edito Plaza and the other communities presented in previous issues of the Plaza Book.

What benefits do your users get from your community?

The biggest advantage for community users is related to the fact that they are more connected; they are sharing more information on their activity. So, we placed a special emphasis on our projects and their visibility. For me, the main benefits are for building

relationships and translate into better visibility for our customers. They stay more easily informed of how our projects are progressing and our team's achievements.

How do you see the future of your community?

I will continue to share information on projects, photos and videos from different events to offer a window to our customers and to allow them to become more familiar with our activities, because we are living in a fast-paced environment.



A success story

In June 2018, we started with typically French events, and we liked it a lot! We played pétanque for the 14th of July for Bastille Day, discovered more about French cuisine, and even watched a French animated movie! Of course, we announce each event on our Plaza page, and our customers have the chance to take part virtually.



“We are constantly creating connections between our different roles.”



Scope: France



Open
community



Owners:
Théo Chegallon
Bertrand Mayo
Thomas Berlak
Laura Pirot
Sylvie Bertrand
Charles Oudot
Mathieu Correa
Hélène Blanquet
Nawal Marzin
Sandrine Tillous

The community's objective is to unite our team around a collaborative digital tool for sharing to foster synergies between our related roles and pool our cross-disciplinary actions. It offers "self-service" content that anyone can use and distribute.

- Two possible navigation paths depending on the user's profile
- The Se Navigation tile to contribute with a single click
- The importance of interactivity to boost teams' effectiveness



What is your role at Orange?

The role of the Operational Marketing team at the Enterprise Sales Department is to coordinate and increase sales at Enterprise agencies through the solutions offered by Orange Business Services. Our activities are varied. They range from coordinating challenges, setting up showrooms, mobilising sales forces in line with our strategy, and organising national events and customer marketing campaigns.

Market'OP

How does your community take part in the Engage 2025 strategy?

Our community is perfectly aligned with the objectives of the Engage 2025 strategy since it contributes to "building the company of the future together". It puts information sharing and our employees' efficiency at the heart of our concerns. Market'OP allows our teams to easily access all the useful information, which we keep up to date and supplement regularly. Everyone can find it quickly whenever they need.

What are the characteristics of your community?

In principle, our community is open, except for certain categories to ensure that certain information remains confidential. When we created it, we took care to make the community simple and interactive to boost our efficiency. With this in mind, every day we provided content that was useful, gathered our contributions to the strategic issues of the Enterprise market, and capitalised on everyone's best practices. To ensure easy access to the information our users search for throughout our sub-pages, we offer two possible paths that depend on their profile.

A community that puts user experience at the heart of its design to offer smooth browsing.



For expert users, the first path goes through the mosaic. The second path accesses content through the search bar for those who are discovering our platform, which allows them to search by keyword.

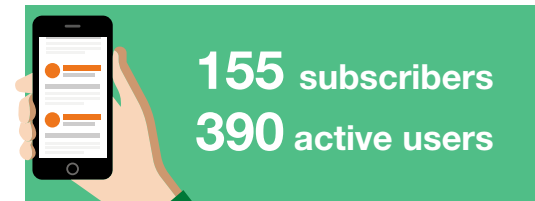
To encourage everyone to contribute, we configured a "Browsing" tile to make the publication process much more intuitive.

This way, asking a question, sharing a file, or writing a blog article takes just a click!

How do you manage the community on a day-to-day basis?

Over 2020, the community totalled around 2,200 daily views with an average of twelve posts per day. It is constantly enriched by 30 contributors, and when we post or relay a piece of information on the news feed, nearly 1,100 regular users are there to read it.

Our central focus is user experience, since we want to simplify the browsing in the various sub-spaces and projects that make up Market'OP. We are constantly creating connections between our different roles.



What benefits do your users get from your community?

The community has two main objectives, the first of which is uniting our team around a digital collaborative tool for sharing. We want to foster synergies between our related roles by pooling our transversal actions. The second objective is to make content available as self-service so that our entire ecosystem can use, distribute and add to our different actions. We are proud of the variety of the content on offer in our community: users regularly post professional content as videos, articles and questions, as well as more informal content.

For example, we organised a photo competition around a sales event, and everyone was invited to participate in this challenge, which saw great success.

How do you see the future of your community?

Our goal is to bring together a lively community and offer all the latest Piazza news and features to help our teams go digital! To encourage even more contributions to our space, we continue to regularly harmonise our methods of communication and improve the user experience of our various pages.



A success story

When the health crisis broke out, our way of communicating to our customers and sales forces was heavily disrupted. In this context, we created a dedicated page to centralise information, highlight important content and group together in an FAQ all the questions and problems our employees encountered. This page was viewed more than 15,000 times in one day and shared well outside our community.





“Users can benefit from having qualitative resources to hand.”

It is important to on-board a wide variety of profiles and encourage them to learn more about the subject of data and AI.
The community looks to give employees the means to learn about artificial intelligence. It's a relatively new discipline and very technical as well, so there is a lot to do!

- A clean design with educational content that is appropriate to the user's level
- A community in English so that the greatest number of employees can benefit
- A "Talk and Smile" web series to relay other initiatives about data and AI

What is your role at Orange?

Nora Caster: I am in charge of communication and data visualisation for the Data and AI Department. I work with Claire Valentin, and both of us try to highlight the employees of our unit so that their work is known throughout the group. Part of our role also consists in increasing understanding of data and AI, especially within the experts network.



**Data and AI
Online
Resources** 



Scope: Group



Open
community



Owners:
Laurent Geffroy
Nora Caster
Béatrice Lacroix

Data and AI Online Resources

How does your community take part in the Engage 2025 strategy?


One of the key goals of Engage 2025 is "to place data and AI at the heart of our innovation model". To reach this objective, it is important to on-board a wide variety of profiles and encourage them to learn more about the subject. The Data and AI Online Resources community looks to give employees the means to learn about artificial intelligence. It's a relatively new discipline and very technical as well, so there is a lot to do!

The platform was created in March while we were waiting for the opening of the Orange Campus Data and AI on Piazza. It is now open and meeting the need for training and understanding of AI and Data among the group's employees.

What are the characteristics of your community?

Data and AI Online Resources was created to allow employees on lockdown to get a change of pace by learning about innovative subjects at the heart of the group's strategic concerns.

We chose a simple design since our content has an educational objective. The community is structured around the three main tabs, "Discover", "Practice" and "Learn more", which organise content by level of difficulty.



Data and AI Online Resources was created to allow employees on lockdown to get a change of pace by learning about innovative subjects.

It is in English to allow a maximum number of people, including in the subsidiaries, to benefit from the content. However, we don't hesitate to add interesting resources in French.

For us, the essential thing is to offer employees qualitative, easy-to-access resources to learn more about data and AI.

How do you manage the community on a day-to-day basis?

The content generates a lot of interactions in the comments. So, we try to respond as quickly as possible with accurate information. We also relay other initiatives around learning data and AI. Recently, we highlighted season 2 of the web series "AI Story", as well as an episode of our in-house web series, "Talk and Smile".

Nevertheless, we try not to stray too far from our initial objective, which is to offer training resources.

We take care to stick to our editorial policy, and we reserve "pure communication" actions for our dedicated communities.

What benefits do your users get from your community?

With our community, users can benefit from having qualitative resources to hand. We also act as a bridge to other initiatives, which brings together several educational tools in one place. To make browsing easier, we have noted each resource according to its difficulty level. The length of each module is also specified. The objective is to really encourage the user to get started!

How do you see the future of your community?

Now that the Orange Campus Data and AI portal is out, we are thinking about changing up our content and switching

from introductory learning to skills development.

Our team has this work at heart, and we are thinking about using the audience acquired through this community to bring employees on a new adventure!



Nora Caster,

Data and AI Online Resources Coordinator



What a user says

Mauricio Bezerra Cardoso, DevOps Transformation Manager
Orange Money

"Thank you very much for these sources. It is very beneficial to contextualise the importance of AI and Big Data within Orange and other businesses. In keeping with the ideas conveyed by Thomas, the article 'Building the AI-Powered Organization' is excellent and gives us many insights to succeed in the digital transformation towards data and AI. I can't wait to find out what the sources will be for the other categories!"



“A community is essential for bringing together teams spread all over France.”

This community was created on request from the security teams to maintain relationships and create a shared dynamic in daily work. It is intended for DSEC teams with a focus that is both professional and personal. It allows members to discuss, share and find solutions to existing problems, if necessary.

- Centralise practical tools and information
- Encourage discussions and connect members spread all over France
- Analyse security trends

What is your role at Orange?

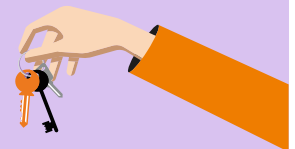
Emmanuel Cacheux: I am in charge of Security Promotion and Awareness within the Group Security Department. We report to the Strategy Department and Cyber-Security activity. My team and I promote security tools (PKI, KeePass, etc.), popularise and explain initiatives to our directors, such as the group's security policy and standards, and we coordinate Orange Group's Security community through several Piazza spaces such as "SecurityWatch" and "100% sécu". We also coordinate the security experts community.



Scope: France



Private
community



Owner:
Emmanuel Cacheux



DSEC

How does your community take part in the Engage 2025 strategy?

Security, and cyber-security in particular, is a major issue and a strong focus for development in the Engage 2025 strategic plan. We work very closely with Orange CyberDéfense to provide them with what we observe on a daily basis within the group for their clients' benefit.

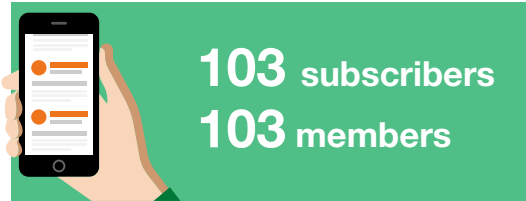
We also manage all the physical security, safety and, in the special circumstances that we went through in early 2020, we play a role in crisis management and the business resumption plan, with our knowledge and expertise.

What are the characteristics of your community?

The internal DSEC Piazza space was launched early on in the lockdown period that resulted from the Covid-19 crisis. It was created on request from the security teams to maintain relationships, stay informed, understand, experience and create a constant, shared dynamic in our daily work.

This community is intended for DSEC teams with a focus that is both professional and personal. We discuss, share and find all the solutions necessary to existing problems.

Our goal is to maintain a forum for discussion and to expand this community with more participation and new, practical services.



How do you manage the community on a day-to-day basis?

The space is open to all employees, and everyone is a participant in the community. We manage and post daily content on a variety of topics, and we encourage members to do the same.

We post content in all the formats possible: articles, editorials, videos, polls, competitions.

We analyse trends and adjust the frequency of our posts according to user feedback.

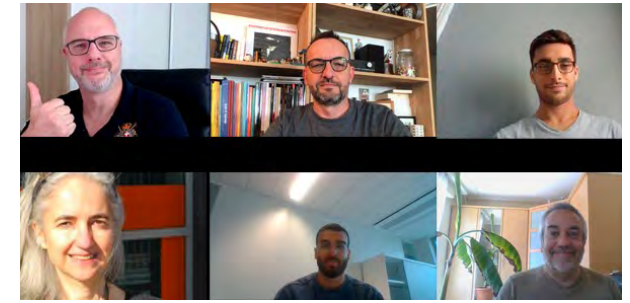
We are setting up a monthly newsletter with a "best of" of our posts and a summary of the news. Its goal is to promote the community and encourage other employees to join us. It's an inbound marketing strategy that pushes us to look for members instead of waiting to see what happens after a post.

The community's strength: making connections between members and encouraging collaborations.

The DSEC team

What benefits do your users get from your community?

One of this space's strengths is to centralise all the practical tools and necessary information. Instead of a dozen separate Sharepoint sites, the user knows that here they will find the document they are looking for or the answer to their questions. The other strength is the relationships created between members. The community fosters discussions, collaborations between teams and requests for projects. The community is essential for a department in which teams are spread over several geographical locations in France.



How do you see the future of your community?

The importance and the diversity of security projects will have an influence on the community, which will grow in number and expertise.

We want to create even more connections and events. For example, we are going to broadcast workshops, lead webinars, and create a special Security Watch.



What a user says

Nathasha Léry, International Security Analyst and Monitor

"The DSEC community has been very useful and very much appreciated during this health crisis and the lockdown, in particular. In addition to maintaining social contact, this community also offered good cheer and atmosphere where we were able to get together as if we were at the office, without forgetting solidarity between co-workers. Finding the latest information from the department and the group as well as humour, culture and social contact: it could only be positive and contributed to everyone's good mood! A big thanks to the entire team for this unique community."



#Skills #Expertise #E-learning #Spain

“Aprende en Orange proposes a complete and perfectly suited range of learning modules.”



Scope: Spain



Private
community



Owners:
Nuria Sánchez García
Gema Sáez Gutiérrez
Ana Rus Brox Alarcón
María Teresa Martín
Gómez
Jesús Vázquez Sauce

"Aprende en Orange" was created to offer the best learning experience by incorporating continuous innovation. The team took on the job of promoting a culture of continuous learning to allow employees to make their work a success and grow professionally.

- A flexible model tailored to users' real needs
- A wide range of easy-to-find learning modules
- A "travel agency" design that guides users in the community

What is your role at Orange?

The team in charge of training, made up of Maite Martín, Ana Brox, Gema Sáez, Jesús Vázquez, Nuria Sánchez and Berta Durán, is part of the Staff and Communication unit directed by Berta Durán. Our role is to promote a culture of continuous learning. We aim for all employees to have the necessary skills to carry out their work and grow professionally, according to both their interests and the company's strategic needs.

For this reason, "Aprende en Orange" was created to offer the best learning experience and to incorporate continuous innovation into the model.

Aprende
en Orange 

Aprende en Orange

How does your community take part in the Engage 2025 strategy?

The Aprende en Orange community contributes to fulfilling the Engage 2025 strategy's objectives by offering a complete, perfectly tailored learning offer. For this, we focus on five different objectives:

- To develop the learning needs of each Orange discipline (upselling and reskilling)
- To make sure employees have the necessary skills for key business projects
- To anticipate Orange's strategic needs by ensuring reskilling
- To expand the learning model based on the needs and situation of the company and market trends
- To be up to date on news and incorporate continuous innovation in the community and in learning

What are the characteristics of your community?

The community is centred on four major modules of knowledge. The first is oriented towards strategic needs, which allows us to be responsive to the immediacy of the business.

The second aims at developing the technical knowledge of the 43 disciplines that concern all our employees in Orange Spain.



The third module deals with personal knowledge that allows employees to access the fantastic world of MOOCs and Digital Schools, where they can choose their course.

Last but not least, we provide a glossary of terms and tricks for the learners where they can find the most important tips for the learning tools we use at Orange.

How do you manage the community on a day-to-day basis?

We post every week and share the Community Manager responsibility based on the expertise of each member of our team. We rely on social and meritocratic methods. Our editorial policy takes its inspiration from travel agencies. We use the metaphor of an employee who wants to go on a trip and who walks into an agency: they can find itinerary signs, a list of the most popular international trips, and so on.

The "Aprende en Orange" model is flexible and tailored to our employees' real needs.



This allows us to play with the four knowledge modules that we upload, particularly online learning content, videos and MOOCs.

We find our inspiration in the business objectives, in the Engage 2025 strategy and in the feedback we receive from our users. We also follow what the other communities are up to!

What benefits do your users get from your community?

The "Aprende en Orange" model is flexible and tailored to our employees' real needs as we do our best to provide them with what they need to broaden their skills at all times.

Since the community is a great showcase for the training courses, our employees tend to consume content rather than interact with each other or with us as we would like. However, the community works as a direct communication



The Aprende en Orange team

channel that helps colleagues find all the training courses in once place.

How do you see the future of your community?

In the future, we picture a more participative community for employees, where they will take the initiative themselves to upload content, recommend and share them and create forums for debate and expertise.



What a user says

José Vicente Toribio, Marketing Manager

"Even if we spend many more hours than before connected on Webex, the community is very useful, and especially now that we are actually more 'disconnected'. I have been following the activity of the group for a long time, but I have to confess that the lockdown has made me realize how beneficial it is to take action, and nurture the curiosity that I have always had. Congratulations to the Community Managers!"



“We teach people to carry out projects successfully.”

The community's role is to share best practices, provide knowledge, learn from mistakes and inspire all the team members of Orange Polska.

- Sharing knowledge and best practices
- A shared space to build a network
- International participation

What is your role at Orange?

Anna Heronimek: I have been working at Orange Polska for 25 years so far. My team is responsible for strategic, cross-domain analytics and project management. Our modus operandi is based on breaking the "silo stereotype" with a strong focus on integration and cooperation of the technical domain with business, administration, HR etc. My role and mission are to promote and educate people with project management expertise in order to carry out projects effectively. I do the job by ensuring the widest possible exchange of knowledge and experiences of project managers in the community. Since 2013, I've been creating space for integration, knowledge sharing and exchanging best practices for OPL PMs with participation from external experts (lectures, training sessions, inspirational sessions, workshops).



Scope: Poland



Open
community



Owners:
Małgorzata Adamiak
Daniel Pisarek
Anna Heronimek



Akademia
Zarządzania
Projektami ↗

Akademia Zarządzania Projektami

How does your community take part in the Engage 2025 strategy?

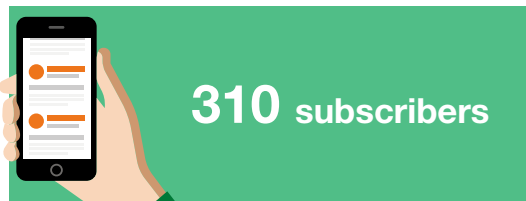
As the Orange Group is a project-oriented company, and all strategic initiatives are managed by projects – it is crucial to reinforce and monitor project management skills within the organisation. This is the community's purpose – we teach people how to carry out projects successfully.

What are the characteristics of your community?

It's an open model community. Our role is to share best practices, provide knowledge, learn from mistakes and inspire all the members of the Orange Poland team.



The community has grown considerably. We started with sessions addressing 50 to 200 PMs, basically in the network sector. In response to the interest and needs expressed and the positive feedback received, we expanded our activities to all of Orange Poland.



How do you manage the community on a day-to-day basis?

I always share the documentation after each meeting (videos, presentations, inspirations) and encourage users to be active through competitions, discussions, interest groups, etc. We post content as often as necessary. I usually do it once a month, but it always depends on events and current hot topics in the company. I obviously get support from the team to build materials but I manage the content and community myself. From the very beginning I started with on-site meetings.

Anna Heronimek,
Akademia Zarządzania Projektami Coordinator

As Orange Poland transformed to more widely dispersed and digital teams, I've switched to a hybrid mode (on-site with web access). During the pandemic, I had to entirely go online – I now organise webinars with live video streaming and Q&A sessions. I draw inspiration from daily challenges and from people who want to enrich their knowledge. My biggest challenge is to recognize and develop project management rules and best practices for remote work. Like everything, things will change, and we should get ahead of it!

What benefits do your users get from your community?

The majority of the community participates in digital events. Some of them present specific problems in discussions or ask questions. The users interact both with us and among themselves. I motivate them to share solutions through the questionnaires and to ask questions on blog posts.

A space for networking, sharing knowledge and best practices and offering recognition.



I also ask directly for their opinion and assessment of each meeting and subject. In my opinion, the community's best strengths are: a space for networking, sharing knowledge and best practices, and offering recognition. What's invaluable is the interesting content, the different perspectives and the participation of other countries and people.

How do you see the future of your community?

I hope that project teams, or even the entire community, become more digital and are able to work remotely using collaborative tools like Plaza. We need it to manage our geographic dispersion, the lack of direct contact and social distancing (communication represents 90% of a project manager's work).



A success story

One event that was very popular and appreciated was the meeting between the two mountain climbers Ola Dzik et Kinga Baranowska, who are two of the best mountain climbers in Poland. They shared a lot of experiences from mountain expeditions and good team management when it comes to dealing with projects.



“ This is a space dedicated to managers where they can speak freely about the topics that are essential to them.”

The goal of the community is to improve leaders' skills with learning resources, exchange of best practices, feedback and honest conversations.

- Social Edge tiles for a community experience that works on desktop and mobiles
- A user-centric approach to best meet needs
- Content regularly updated and enriched

What is your role at Orange?

The name "Lider w akcji" can be translated as "Leaders in action". The goal of this programme is to improve managers' skills through cross-functional cooperation and help them become real leaders. The goal of the community is to support this transition with learning resources, exchange of best practices, feedback and honest conversations. It is a space restricted to managers where they can freely discuss topics that are essential to them and where they can share their advice and feedback.



Lider w akcji 



Scope: Poland



Private
community



Owners:
Agata Rokita
Artur Grabias
Katarzyna Karnaś
Beata Krasnoborska-
Szeremeta

Lider w akcji

How does your community take part in the Engage 2025 strategy?

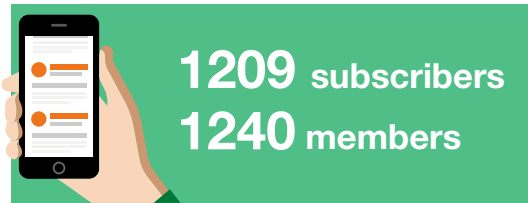
To become "a company of tomorrow", we need real leaders who will lead us into a fast-changing digital future. The community is helping to create those leaders.

What are the characteristics of your community?

We asked users what kind of content and images best fit their needs. How the space looks and the features it provides came from these conversations.

We use the new tiles almost exclusively for their modern look and because they work with the smartphone format: the SE Accordion tile for a menu and a short group description, SE Slider to highlight the most important topics in a banner, SE Mosaic to showcase some links, SE Activity to show recent posts and future events, and the SE Search tile. We've also used some HTML to hide unimportant parts of the group.

The community is restricted to managers to encourage open and honest conversations and to support them in their role as team leaders.



How do you manage the community on a day-to-day basis?

Created by Katarzyna Karnaś, the community is managed by three people.

- Beata Krasnoborska-Szeremeta, whose role is to communicate with users, find new topics, lead discussions and support managers,
- Agata Rokita, who is an editor of Lider (a weekly email newsletter sent to community members),
- Artur Grabias, who designed how the group looks and works with business goals and users' needs in mind.

What benefits do your users get from your community?

Our community is an information center for all managers. Any manager who is looking for information doesn't need to search the intranet; they can just go to the Piazza group to find all the information with practical links

Thanks to an online story, even absent managers can feel like they were there.
On the day of the event, over 80% of the members were logged on to the community.



Artur Grabias and Agata Rokita,
Coordinators of Lider w akcji



in one place. Almost every day, they can find fresh news, and most importantly, other managers share their experience with members.

How do you see the future of your community?

We will focus on further engaging our leaders to take part actively in the community. For instance, we would like them to share their successes, news and problem-solving solutions. For this purpose, we are already organising weekly meetings to summarise crucial subjects, highlight the most important cases and find solutions together. Also, we are already extending our coordination strategy with a small, dedicated group of managers with whom we are discussing various solutions and ways to implement ideas.

Finally, we plan to report periodically on the most important topics, on the most active leader and on the actions we have taken together. Leaders in action!



What a user says

Radosław Magier, Process Realisation Manager

"A few times a week, I check on my computer or my smartphone if there is something new and inspiring on the group. For now, I'm finding relevant ideas about self-development that I can use to work with my team, as well as interesting posts and reminders for major events."



“Feedback and tests from our users on training measures are invaluable, and we share them with the client.”

The Hub Learning RH is a collaborative portal where learners can easily find all the training measures available for their profession or an HR theme.

- A newsletter published twice a month so no news gets missed
- The #HR AgiliTour mode provides support in managing a group
- A wide range of training modules to develop skills

What is your role at Orange?

We have several main roles. We coordinate HR skills development projects. We also design training programmes to suit the needs and expectations of sector players. Finally, we are helping to grow an HR community of learners which we help coordinate.



Hub 
Learning RH



Scope: Group



Open
community



Owners:
Béatrice Villeneuve
Sophie Azoulay
Isabelle Lorinquer
Elisabeth Mrani
Cinthy David

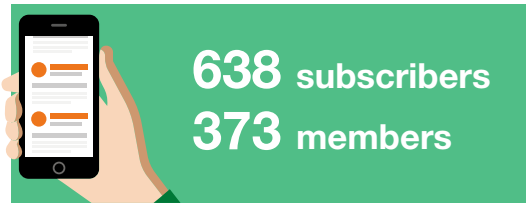
HR Learning Hub

How does your community take part in the Engage 2025 strategy?

We take part in goal 4 "Building the operator of the future, its professions, its skills together". The HR Learning Portal is a collaborative portal where learners can easily find all the training measures available for their profession or an HR theme. The client is the focus when we create training modules, so we ask for users to test them and rely on their feedback. Discussions, testimonials and feedback from the people who have taken training modules, encourage discussions and collaborative work, as well as skills development.

What are the characteristics of your community?

It's a portal that is divided into three parts. On the left, you'll find learning news and available spots in upcoming sessions related to what is going on in HR. In the middle, training modules according to level of expertise: a breakdown of the offer of training services according to individual needs and "HR AgiliTour" workshops that can develop your ability to help drive transformations.



Finally, on the right, contacts, tips for using digital tools and video testimonials.

How do you manage the community on a day-to-day basis?

We publish a newsletter twice a month on current events. During the lockdown and post-lockdown periods, we published two blog posts per month on HR practices for resilience and wellness. This helped to support HR workers and invited them to share their own experiences. This initiative tripled the number of active users. Additionally, we regularly share inspiring content on learning practices or trends in HR skills. A "learning" memo is sent each month to those who want it. They receive information ahead of time and can give their opinion on the modules being created. From the Hub, we also ask HR staff to participate in pilot scheme and share their learning experience.

Our members benefit from other users' experience since they can discuss and share feedback about the training modules that they took.



The Hub Learning RH team

What benefits do your users get from your community?

First, the time savings. Users find training courses on the portal, which quickly redirects them to Orange Learning. They also benefit from other users' experience since they can discuss and share feedback about the training modules that they took. With the "#HR AgiliTour" mode that they can access via the HR Learning Hub, they can ask their colleagues for help in coordinating a group, for example. The community always calls on volunteers to build and test various learning modules, which puts the HR client at the centre.

How do you see the future of your community?

We have several projects. Open up the community internationally by dedicating a learning space for HR contributors outside France.



For this, we plan to reuse as many training modules as possible to ensure overall consistency and foster a sense of belonging to a community. Also, we plan to leave more room for exchanges of best practices, testimonials and mutual assistance. Overall, our ambition is to create a community of supportive, close-knit, active HR learners, for whom the Hub is a resource for references and discussions centred on skills development.



What a user says

Anonymous testimonial

"A great job for all this! What wonderful work! I hope that you will be a great success with users. You can count on me to keep testing these Piazza pages as much as you need. I really liked the 'useful links', 'stay in touch' and 'calendar' sections."



“ We learn how to post, to insert a photo, a video, a GIF, to create an event, to tag people, etc.”

The community was created to roll out the Digipass programme: the Digipass. Its objective was to help employees learn how to use digital technology and encourage them to become ambassadors.

- An emphasis on user empowerment
- A digital library where anyone can find inspiration
- A challenge to boost exchanges in a playful way

What is your role at Orange?

We are the Digi'Team within the Professionalisation Department of the ProPME Grand Nord Est Agency (DEF).

Digital technology is a priority for our director, Christine Cloarec. She entrusted us with the role of supporting all the agency's employees in the digital transformation.

We make sure to take on board both the professional and personal considerations of employees to help them develop skills in using digital tools in general as well as customer relations tools.



Scope: France



Community
restricted to
members



Owners:
Eric Dominguez
Christine Cloarec
Ann-Gaëlle Beckaert
Laurent Krieger



Digipass

How does your community take part in the Engage 2025 strategy?

We have two objectives in line with the Engage 2025 strategy: digital inclusion (starting with our teams) and the goal of using digital technology responsibly. Our community also helps implement the company's strategy in that it actively works to encourage employees to embrace digital technology in their professional and personal lives. Initially, we created this space for our agency, but it is open to everyone who wants to contribute and share our best practices with all of Orange Group.

What are the characteristics of your community?

The community was created to roll out the Digipass programme: the Digipass. The first interaction took place during a level 2 Piazza workshop with the posting of an article and comment in the restricted "gaming space". We not only wanted employees to learn through digital workshops, but also encourage them to become ambassadors for their own digital uses. For this, we asked them to post an article on one of the following topics: a mobile app that they use, their preferred social network, a connected object, or digital technology's place in their daily life.



How do you manage the community on a day-to-day basis?

During our workshops, we learn how to post, to insert a photo, a video, a GIF, to create an event, and to tag people, among other things. We invite participants to join the Digipass space, and we explain how it works. It serves as a digital library where anyone can find inspiration and good advice. We also set up an internal challenge that rewards the author of the article with the most likes. This initiative encourages employees to promote their work in a fun way.

What benefits do your users get from your community?

Users can find applications that interest them in the articles posted to the community.

Our users are motivated by the regular showcasing of their community actions by our director, who comments on every article posted.

Among others, we talk about Vinted (to give clothes a second life), TooGoodToGo (to fight food waste), Heroes (to help charities by doing sport) and Manao (to stay in touch with co-workers). Our users are motivated by the regular showcasing of their community actions by our director, who comments on every article posted.



The Digipass coordination team

Do you have a success story to share?

I remember one employee (Myriam Jaugey) who said she wasn't "digital" at all. Despite her misgivings, she shared how she used her telephone's audio recorder and even gave her colleagues tips to handle their inbox better (deleting unnecessary messages like drafts and obsolete messages from the bin). She takes an eco-friendly approach to how she uses digital technology, and that's what we love on our team!

How do you see the future of your community?

In the future, we want the community to become a springboard for discussions, discoveries and experiences that will help those who want it to gain digital experience.



What a user says

Alexandra Dumortier, Learning partner

"After a very instructive Digipass workshop, the team asked me to post an article on Piazza about a digital application. I was free to choose the topic, the format and the content, which I loved! With this post, I gained an essential skill: inserting a GIF into article. Many thanks to the digital team for helping me to discover and share things, which makes both my personal and professional lives easier!"



“The community is seen as a vector for communicating or searching for information from experts.”

The community helps to constantly improve customer relationships. It is a place for discussing educational methods and tools so that PADCs can stay up-to-date about business activities.

- Maintain the connection between teams spread over different locations
- Reduced response times when answering internal clients
- Feedback from users to refine the training modules

What is your role at Orange?

David François: I am the learning partners and skills development manager. My role consists in coordinating my team, developing and showcasing everyone's talents to serve our clients and our performance, stimulating collective intelligence, and fostering everyone's commitment to implementing our strategy.



Entrenoo



Scope: France



Private
community



Owners:
Odile Druenes
Jean-Michel Maenhaut
Hervé Coquet
Evelyne Paulet
Corine Boniau
Nathalie Nowak
David François

How does your community take part in the Engage 2025 strategy?

The community helps to constantly improve our customer relationships. The customers ask us complex questions about their front- and back-office activities, and we provide answers in a reasonable time frame thanks to our collective intelligence. The group is also the place where we discuss our educational methods and tools. We have a major impact on the effectiveness of the educational programmes by helping to optimise and share best coordination practices with the entire PADC (learning partner and skills development) community.

The community also helps the PADCs covering the entire spectrum of business activities (sales, coordination, process, etc.) to stay up to date. No employee in the department is left behind since they all have the same level of information.

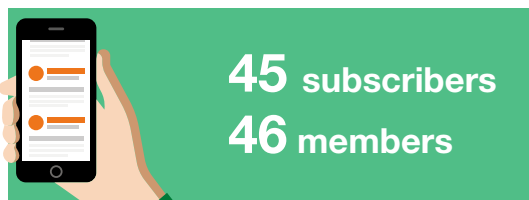


David François,
Coordinator of the Entrenoo community

What are the characteristics of your community?

This community is restricted to PADCs but open to Process Managers within the SCO NDF. Coordination is not restricted to the initial owners or coordinators, but shared with all members who show an interest and contribute to the questions and answers. When a PADC leaves the training activity, they remain a member so they can keep up to date on their former area of expertise. For example, a PADC who has become a Customer Relations Digitisation and Innovation Manager can

continue to share information in their preferred field, collect data that interests them, and contribute, if they so choose.



How do you manage the community on a day-to-day basis?

Initially, the project group at the origin of the community was in charge of coordination by providing transversal or professional information. Afterwards, once members found a benefit in obtaining quick, official professional answers, a majority of the PADCs used this forum to contribute. Thus, coordination is shared by all members. Certain PADCs like to share their practices and issues. They also answer questions and boost our collective intelligence. Our biggest victory is that everyone is convinced of the community's benefit, especially its purpose as a vector for communicating or searching for expert information.

What benefits do your users get from your community?

Since the SCO NDF's geographic area is vast, the community allows members to stay in touch despite the distance between the teams.

Entrenoo allows us to share impressions and feedback, which helps to adjust modules and make them more effective.



The department quickly finds an answer to a problem (educational, a complex case, etc.) and this helps to save time when answering internal clients. This community allows us to share our impressions, provide feedback among PADCs, MPADs, and cross-business staff on skills development programmes, which helps us to adjust the modules and make them more efficient.

How do you see the future of your community?

We can imagine several changes:

- Expanding it to CRM Contacts as part of ARCQ
- Strengthening relationships with operational managers to improve the understanding of others' professions
- Welcoming our Eastern colleagues as part of the DOGNE.



A success story

One PADC didn't see the benefit to creating a group restricted to the department nor in creating a corporate social network. After using it, he began to get very fast feedback on specific business issues. Before, he used his personal network to get this kind of feedback with a lot of email conversations, which is far from efficient in terms of answer time and officialisation. Today, this PADC has been retired for a year but is still the fourth biggest community participant.





“ Need support in developing your skills? The EMT Piazza community is here to give you answers.”

The community allows users to learn from the posts shared on skills development. It provides teachers from the DTSI and IUs with content that is useful to their activity.

- An innovative architecture with Social Edge tiles
- Content updated daily
- A simple, intuitive user experience



What is your role at Orange?

The "École des Métiers Techniques" (EMT - School for Technical Professions) supports the 28,000 employees of the Direction Technique du Système d'Information (DTSI - IT Technical Department), including the intervention units, in developing their skills by providing innovative educational solutions so they can get training to carry out their profession in a rapidly changing technological environment.

One of its roles is to make its culture of innovation and its expertise in learning methods available to employees, managers, and teachers in operational units.



Scope: France



Open community



Owners:
Anne Mazoyer
Sylvie Bousseau
Patrick Chiron
Pascal Perrin
Virginie Bonnet



École
des Métiers
Techniques ↗

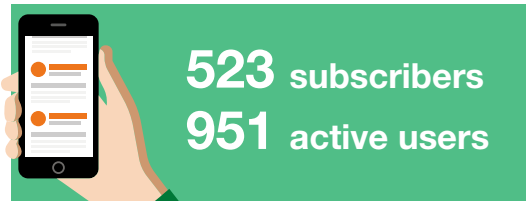
École des Métiers Techniques

How does your community take part in the Engage 2025 strategy?

Our community is part of a strong collective intelligence process. It is organised around a team that showcases our unique educational approach. This community contributes to the achievement of Goal No. 4 in the Engage 2025 strategy which is "Building the operator of the future, its professions, its skills together". Our community is here to make DTSI employees want to take charge of their skills development. It anticipates and works with all departments on the skills essential to making Orange's strategy a success.

What are the characteristics of your community?

Our community is open to everyone. Its objective is to allow users to learn from the posts shared on skills development. We display the training offer and the latest news with daily updates. Trainers from the DTSI and IUs can also benefit from content that is useful to their activity. The current architecture is innovative and relies on the latest tiles and innovations from the Plaza team. Our objective is for all visitors to find navigation easy and intuitive.



How do you manage the community on a day-to-day basis?

Coordination consists in providing all professional communities with the elements that can help them to carry out their activity, focused on developing employees' skills. Every day, we update the information for our members, such as educational kits and the latest videos, photos and tutorials.

Our communities are lively, coordinated by the school's Learning Development Partners (LDP) with participation from our Learning Development Managers (LDM). This participation is an integral part of their role and supports members in their communities in developing their professional skills. We respond to these daily exchanges on the same day.

Our community is structured so that teachers, learners and managers can easily find the information they need to develop their skills.



We undertake to publish a blog post every day on our challenges and our priorities.

What benefits do your users get from your community?

Our Plaza community is structured so that teachers, learners and managers can easily find the information they need to develop their skills. Our unique approach is the core of the learning experience. It was built with DTSI and intervention unit employees. It translates into stances and commitments that are visible on the community. Do you need support in developing your own and/or your employees' skills? The EMT Plaza community is here to give you answers.

How do you see the future of your community?

Our goal is to have a community of learners that drives new ways of learning and that makes you want to go further in your own



The École des Métiers Techniques team

skills development. It should also become an essential meeting point for DTSI employees who want to take charge of their skills development as part of their role. We want to build loyalty among our current members by allowing them to stay informed, get advice, have their views heard and receive training.



A success story

We had to react and adapt quickly to the health crisis by digitising some of our in-person training sessions and making them virtual. To inform employees and managers, we used our community's home page to display this new offer of remote training sessions. Our success was made greater by providing a handy booklet to support employees in using the tools Klaxoon, Coop'net and Msurvey.





“Capital Filles promotes equal opportunities and career integration for young women from disadvantaged backgrounds.”

The community provides useful resources about the local and international labour market, career management resources, and the benefits of mentoring and its impact on young women as they are making career choices.

- Inspiring video testimonials from sponsors
- Information sharing on transversal domains
- Personal and professional skills development

What is your role at Orange?

Adela Ciurel: In 2014, Romania was selected for phase 2 of the European "Capital Filles" development programme. For six years, I have been at the head of a public-private partnership that brings together the Ministry of National Education, the French Embassy, the Institut Français, the French Chamber of Commerce and Industry in Romania, as well as six founding companies (Carrefour, Engie, Expur/Groupe Avril, L'Oréal, Nokia, Orange) and seven associate member companies (Alstom, Groupama, Helpline, Michelin, Petstar and Valeo). I am in charge of attracting new companies and sponsors and planning activities in collaboration with a project manager at Nokia and two delegates from Orange and Expur.



Scope: Romania



Open
community



Owner:
Adela Ciurel



**Capital Filles
Romania** 

Capital Filles Romania

How does your community take part in the Engage 2025 strategy?

Capital Filles Romania is a vector for change in the company, facilitating the implementation of best practices in professional diversity and respect for human values. Capital Filles promotes equal opportunities and career integration for young women from disadvantaged backgrounds.



Adela Ciurel,

Capital Filles Romania Coordinator

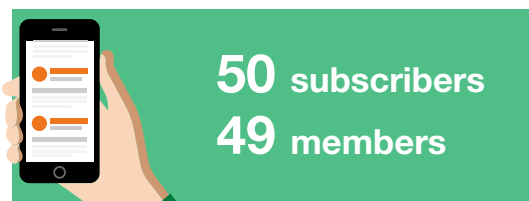
What are the characteristics of your community?

Capital Filles Romania is an open community that provides users with useful resources about the local and international labour market, career management resources, and the benefits of mentoring and its impact on young women as they are making career choices. The content is made up of videos and articles, testimonials from sponsors about their careers and information on diversity and its importance to the company.

How do you manage the community on a day-to-day basis?

After Capital Filles events, which happen twice a month, I post articles about the activities between the sponsors and those they are sponsoring. The goal is to track the project's activities and facilitate the sharing of participants' opinions and/or work tools.

I use videos and presentations to encourage new employees to become Capital Filles sponsors and pass on the essentials of sponsorship.



What benefits do your users get from your community?

The network's users share information on a variety of domains of activity, for example professional training and career programmes through comments and articles. The overall effect has been positive through skills mentoring that helps women to grow personally and professionally, master technology and digital skills, collaborate between teams and coach sponsors.

Capital Filles promotes equal opportunities and career integration for young women from disadvantaged backgrounds.



How do you see the future of your community?

In the future, the community will be coordinated by Capital Filles ambassadors. Each employee will be able to join the community and accept the role as a spokesperson for our values. On Piazza, the objective will be to create articles, sponsor kits and new programmes to implement diversity.

The final goal will be to amplify permanent innovation in terms of best practices, solutions to fight financial inequality, discrimination, professional harassment and to facilitate access to positions of responsibility.



What a user says

Raluca Ogrezeanu, Infrastructure Expansion Project Manager, Orange Romania

"The community gives me a feeling of belonging to a diverse group. Working as a team for the Capital Filles project provides many advantages: I know about many promising careers and job prospects. I am in contact with experts from a variety of company departments who offer support, and the communication on Piazza is interactive. The main benefit is that, by working with my colleagues, we help those we sponsor to find a professional internship, which is a difficult step for them at the end of high school."



“ Employee wellness has a positive impact on commitment and productivity, but also on the entire organisation.”

Akademia Witalności Orange is a space where we take care of employees' health and wellness. We encourage our users to lead a healthy lifestyle based on simple habits, which in the long run lead to greater energy and more active commitment.

- Contributions from healthcare professionals
- Support for users in wellness while working remotely
- Advice that applies to work and home life

What is your role at Orange?

Izabela Chocianowska: I have been dealing with occupational health and safety since I first started at Orange Polska, and I have been managing a team of OSH specialists for over a year.

People who support me daily in running the AWO community deal with internal communication, health and safety, employee development, B2C quality management and help look at the subject from different perspectives.

Akademia Witalności Orange is a space where we care for the health and well-being of employees, who can access information and discuss their experiences and best practices. We encourage employees to lead a healthy lifestyle based on simple habits, which in the long run bring beneficial effects in the form of better well-being, greater energy and commitment.



Scope: Poland



Owners:
Katarzyna Karnaś
Beata Olszewska
Michał Dondalski
Marcin Chwist
Beata Piątkowska
Magdalena Popławska
Izabela Chocianowska
Agata Rokita
Rafał Borowiec



Akademia
Witalności
Orange ↗

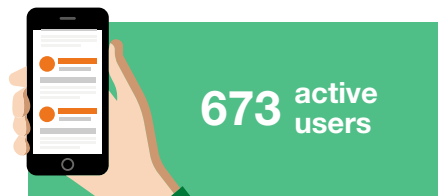
Akademia Witalności Orange

How does your community take part in the Engage 2025 strategy?

Understanding employees' well-being is an ideal foundation for a long-term human capital management strategy. It has a positive impact on commitment and productivity, but also on the entire organization. Activities in the area of well-being are part of the corporate social responsibility strategy. Orange, thanks to wellness-oriented activities based on two-way communication, creates positive relations with the company's stakeholders, and this builds the company's brand. In return, positive relationships with employees support the company's reputation as a good employer.



Izabela Chocianowska,
Akademia Witalności Orange
Coordinator



What are the characteristics of your community?

Our community is open to all employees and co-workers. The topics discussed revolve around the four pillars of health. We gather articles on balanced diets and mental health, videos of stretching exercises, mini-conferences, and recorded webinars. We offer the services of a healthcare professional and provide information about events on this subject. We encourage members to take on challenges and share their good practices.

Our community is evolving based on employee suggestions. During the epidemic, we added new thematic groups: #takecareofthefamily, #takecareofemotions, #takecareoftimeforyourself. As employees were getting used to a hybrid work model, we also helped them focus on their well-being in the telework setting.

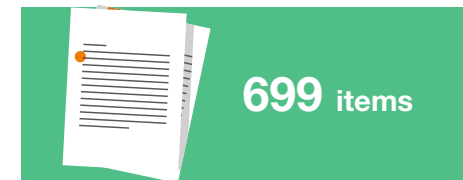
How do you manage the community on a day-to-day basis?

Depending on current events, we post articles to the website or contributions from our healthcare provider and our employees.

We always communicate when we are conducting campaigns and initiatives for health. Last year, we encouraged many people to undertake new challenges: publishing recipes for healthy snacks at work, sharing photos of their activities, etc.

What benefits do your users get from your community?

Our members take part by posting comments, asking questions after webinars and expressing their approval through likes. They add ideas for spending time together with their families. Thanks to our community we create a network of people for whom the topic of well-defined well-being is important. They have access to the latest global trends all in one convenient place.



We also involve them in challenges related to health, we help them adopt healthy lifestyle habits. Thanks to these actions we increase their awareness that the employer cares about their health, safety and well-being.

How do you see the future of your community?

I am convinced that our community will evolve and change along with the needs of our employees, as well as changes in the labor market. The state of the pandemic has already led us to pay more attention to the area of emotions, dealing with this difficult and unexpected situation.



What a user says

Ewa Kobiela, Employee Contact Department Director

"Akademia Witalności Orange inspired me to change my lifestyle. Interesting articles, tips and recipes helped me implement those changes. I was particularly interested in the contest in which we prepared ourselves healthy meals and snacks. Together with my team, we exchanged recipes, ideas for healthy drinks and fruit plates for our everyday life. We took part in the challenge and posted photos of our healthy meals on the piazza. Thanks to this, we won the AWO challenge, and we received a delivery of fresh fruit straight to the office for a month!"



“An efficient, low-cost technical assistance model to help create the company of the future.”

The community's role is to share knowledge of technical problems and allow users to help each other. The solutions offered help to develop everyone's digital skills, and the IT team has more time to find new ideas and solutions.

- The chance to train and become an expert in a digital field
- The "Ask a question" widget finds a solution to a problem quickly
- Saves time and adds value for users

What is your role at Orange?

Łukasz Małecki: For over 9 years, my most important role has been to develop technical assistance services for Orange Poland employees, and I'm also responsible for BYOD, which is software that allows you to use private devices at work. Thanks to my experience, I learned that communication with users is the most important thing, and that there is no such thing as "too much information". The community is the place where users can also share their feedback about the digital workplace and we, as an IT team, can capitalise on user feedback to build a better tool.



Scope: Poland



Open
community



Owners:
Łukasz Małecki



Forum 
Service Desk

Forum Service Desk

How does your community take part in the Engage 2025 strategy?

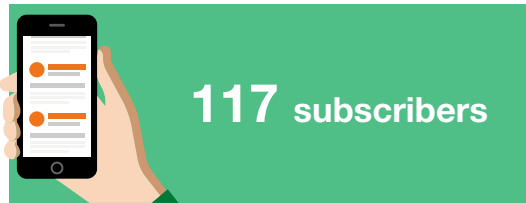
With Forum Service Desk, we are helping employees to learn new technical skills and to use a much more effective and low-cost model of technical support to build the company of tomorrow, where staff share knowledge and can learn to be an expert in a digital area.

What are the characteristics of your community?

The most important feature of the community is, of course, the "Ask a question" widget which allows any user to add a question and find a solution for a problem. The other widgets allow you to find questions that have been solved very easily, so everyone can see the questions that still need an answer.

We also offer a wonderful SE Blog Tile to show the news about our community and technical issues. SE Mosaic Tiles show useful links in a user-friendly way.

Sharing knowledge is most effective when as many people as possible are contributing. The community is open, and every employee can ask a question or help others.



How do you manage the community on a day-to-day basis?

Coordination doesn't follow a specific editorial calendar. I post news every time it's needed, to share information about issues or new features, for example.

A group of members keeps track of the questions posted to the community so that each person promptly receives an answer. I'm the only community manager in this group. I think users need to understand how technical support for employees works and what is possible in this area.

I have had great support from Artur Grabias, the local Piazza manager, who helped me with the design, the tiles and the new features.

We were inspired by "Nasz Orange" (nasz.orange.pl) at Orange Poland, an open community for customers where they can share their knowledge and help each other with Orange services.

Employees are expanding their digital skills, giving the IT team more time to focus on developing new ideas and solutions.



What benefits do your users get from your community?

When employees in Poland have a technical issue and don't know how to resolve it, they can either:

- Call the support function and wait for an advisor.
- Go to our community and find a solution or ask a question.

The first option is not efficient and very costly because this is "1-to-1" contact: one advisor helping only one person. When someone asks a question on a community and other people help them, this is a "one-to-many" model: any user who has the same problem will find an immediate solution without contacting the support function.

Also, the users who help others reinforce their own skills and grow their expertise.



Łukasz Małecki,
Forum Service Desk Coordinator

How do you see the future of your community?

I would like all our employees to consider the "one-to-many" model as their first choice when seeking help for technical problems. I hope they will find the community useful, not just for solving their problems but also sharing knowledge and interacting with other users.



What a user says

Malwina Rybczyńska, Analyses Specialist

"When the Forum Service Desk was created, I was thrilled to have a place to talk about my common problems and to warn about "strange cases". Since then, I have only submitted two of them because I was able to find answers to my questions or get advice from a pro. I use this forum like a knowledge base. This is a great added value. Thank you!"



“Communicating with and helping employees to work in a new hybrid model.”

The community's role is to share knowledge with employees and reinforce their skills, especially in terms of remote working and using digital collaboration tools. This role takes full part in tackling the skills challenge.

- The SE Mosaic tile brings a touch of colour to the community
- A clean structure that makes browsing easy
- An essential tool for remote work

What is your role at Orange?

Katarzyna Eksztein: I started working at Orange Poland six years ago. I'm currently a project manager in charge of corporate culture. My job is also to communicate and help employees to work in a new hybrid model that is to say working partially from the office and partially from home.



Scope: Poland



Owners:
Marcin Chwist
Anna Grodecka
Katarzyna Eksztein



**Elastyczny ↗
Model Pracy**

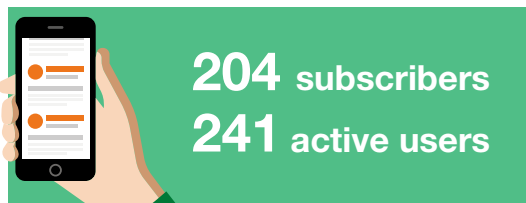
Elastyczny Model Pracy

How does your community take part in the Engage 2025 strategy?

We are very committed to building the company of the future, one of the ambitions of Engage 2025. To that end, the community purpose is to share knowledge and develop employees' skills, especially when it comes to working remotely and using digital collaboration tools. The hybrid working model and enhancement of digital skills (more specifically in a health crisis environment) allow us to tackle the skills challenge.

What are the characteristics of your community?

It is mainly an information page that is open to all, where employees can use the content freely, find news about the best remote working practices and tips and tricks for teleworking in a healthy and effective way. Like everywhere on Plazza, members can also post their feedback and suggestions. On our group, we use several different types of tiles and widgets. To display a colourful, dynamic menu with links, we use the new SE Mosaic tile. We also have a video widget with multiple features and a document display widget to easily view and edit links to important resources.



How do you manage the community on a day-to-day basis?

We need to gather all our activities in a community to align with the company's strategy to create a new working model and provide new learning resources. Our posts have a direct relationship with interesting and current topics. As of now, I'm the only community manager, and I'm in charge of publishing all information on this site. My co-worker Artur Grabias took care of the look and feel of the group. Thanks to his experience in building user friendly sites and apps, the community looks very nice, doesn't it?

Employees can use the content freely, find best practices on remote work as well as simple and effective tips and tricks.



What benefits do your users get from your community?

Plazza has the advantage of being multi-device. In other words, you can use it not only on your professional desktop, but also on your personal computer and your phone. Therefore the community is reachable everywhere, anytime, at your fingertips. The group allows you to post mainly blog articles, documents and videos, which is very useful, especially when working remotely.



Katarzyna Eksztein,
Elastyczny Model Pracy Coordinator

How do you see the future of your community?

Elastyczny Model Pracy is mostly a social information group. Since the pandemic, the transformation of working methods has accelerated, and I hope that in the future the group will become a community where users engage more and share their own experiences with each other.

I know that it requires much more coordination, and I am looking forward to learning from the other Plazza Book communities how to do so.

A success story

When the coronavirus started to spread and almost all employees had to work from home, our community proved to be an essential tool for the users.

We already had in our community a rather complete repository to learn how to work remotely, and all the information was easily available, even on personal devices. The figures prove the community's usefulness: daily activity went from 120 to nearly 2,500 users during the pandemic.





“ Volunteer colleagues were able to make a contribution during a difficult time to reassure clients and teams throughout the period.”

The community's objective is to allow everyone to take part and cooperate in a responsible way for everyone's benefit. It also serves as a space for discussion and a medium to inform and support participants.

- A unique coordination model with shared community management
- Articles are showcased in the SE Slider banner
- High added value with nearly 90% recommended answers



What is your role at Orange?

Ester Abad Nuñez: I joined the Piazza team at Orange as an apprentice, initially. I was then in charge of editorial coordination for the network and supporting communities. I joined my current team after helping them create the Tous Feedback community.

Currently within the DRHG, I promote feedback formulation programmes, support teams who want to launch an initiative, coordinate the internal teacher network, and adapt the various tools and modules to anchor practices in everyday work.



Let me help ↗



Scope: Group



Open community



Owners:
Isabelle Schaefer
Ester Abad Nuñez
Julia Farrell
Nicolas Pailler

Let me help

How does your community take part in the Engage 2025 strategy?

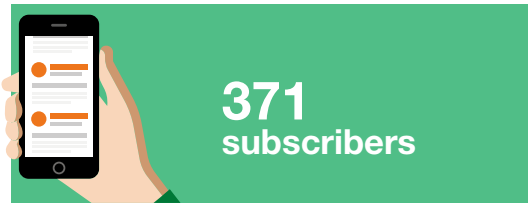
The community was created during the health crisis with the objective of allowing everyone to participate and cooperate responsibly for everyone's benefit. To support their customer service colleagues, Orange's employees could volunteer through Let me help and carry out assignments outside their usual tasks. The result? Volunteer colleagues were able to make a contribution during a difficult time to reassure clients and teams throughout the period.

What are the characteristics of your community?

It informs volunteers and supports and showcases their experience and commitment.

On the homepage, users can find essential documents and practical information and can volunteer or offer an assignment. They can also find an easily accessible FAQ section for any questions. These two spaces are available in French and English.

In the FAQ section, the easy user interface allows users to check that their question hasn't already been asked, or to ask the community directly to get an answer from other members or the support team.



How do you manage the community on a day-to-day basis?

Communication used to be essentially employee testimonials, but was quickly adjusted to suit the project phase: promoting the programme, increasing its influence and promoting assignments.

At launch, we decided to highlight articles to promote the programme using the banner, as well as messages from the sponsors supporting the project.

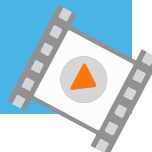
We also wanted to present the taskforce team who made the project possible in a blog post. It was a chance to show the cross-disciplinary cooperation between the project's units.

Our content is regularly shared with other communities, increasing its influence.

Our communication model was unique: shared community management with a variety of profiles (technical support, communication and HR).

You can also find the **Let me help** community in video format in the eighth episode of the series Random!

> [Click here to watch the episode](#)



What benefits do your users get from your community?

Users benefit from an information and support system that can answer all their questions.

The community functions as a digital space; users share useful information while communicating effectively and remotely. If there is a technical problem or questions, users can access it directly.

The collective intelligence generated by the community shows the high added value of this support space, with an answer rate of 92% and an answer recommendation rate that is practically equivalent to 90%!

How do you see the future of your community?

The community was created in response to the health crisis, but it offers possibilities that can serve the business. It encourages collaboration, mutual help, taking initiative and developing skills, allowing us to work differently.



The Let Me Help team

These new avenues of change focus on three main areas:

- Facilitating collaboration and boosting mutual help over the long term
- Learning and growing differently
- Taking advantage of a period of "reciprocal observation" for a future internal transfer and/or to confirm their career plans



What a user says

Marie-Ange Leduc, Assistant Store Manager

"I am happy to participate in this initiative which allows me to help my company and our customers. The "Let me help" platform is easy to access, easy to use, the tutorials are very clear. I never imagined fulfilling this assignment from my PC so easily, it's great! This mutual help was essential for my co-workers and, especially, our customers during this very unusual period."



**Achetez
"Solidaire
et Inclusif" ↗**



#Inclusion #Skills #Equal opportunities

“Diversity is our strength!”

It's a community for sharing information and reference documents about a topic that involves all the functions in the company. It sheds light on the CSR aspect of the group's strategy, raises awareness of the stakes, and helps users better understand the actions that are possible in terms of CSR and inclusion.

- Breaking down stereotypes
- Placing solidarity at the heart of our thinking
- Based on three separate uses: showcasing, informing, and searching for information

What is your role at Orange?

Anne-Marie Dunet: I am Diversity Manager in the Orange Purchasing Department. My scope is the development of inclusive purchasing, which is making purchases from companies that employ "persons with disabilities" or in employment integration programmes. My expertise allows me to support OBS in Orange's responses to RFPs. I also represent Orange in various external bodies (GESAT, for example), and I speak on various media (Vivre FM, Baromètre de l'entrepreneuriat salarial, etc.).



Scope: France



Open
community



Owners:
Nelly Desjardins Lessert
Anne-Marie Dunet

Achetez "Solidaire et Inclusif"

How does your community take part in the Engage 2025 strategy?

"In 2025, there will be no economic performance without setting a social and environmental example." (Excerpt from the group's strategy, 4 December 2019).

Searching for atypical suppliers throughout France, including overseas territories, helps give the group an anchor in the various regions and works to include everyone in economic life.

What are the characteristics of your community?

The community is constantly evolving and was a forerunner on issues of the social and solidarity economy. "Achetez responsable" (Buy responsible) became "Achetez Solidaire et Inclusif" (Buy inclusively and with solidarity) to highlight the social aspect of this type of purchasing.



Solidarity is at the heart of all our approaches and proposals towards inclusion and CSR. To us, it seemed essential to highlight this more, so we renamed the community.

We wanted to overhaul the community to make it more dynamic and device-agnostic and to reinforce its cross-disciplinary application. We designed it to respond to three distinct use cases (showcase, inform, and search) and make it easier for users to adopt it. This approach also allows us to easily identify the partnerships that are possible, local initiatives and dedicated networks.

How do you manage the community on a day-to-day basis?

Along with my Twitter account, I relay news about social networks and videos from suppliers about their activities that could be interesting for purchasers. I also regularly make funny posts or drawings to break down stereotypes and encourage purchasing from atypical suppliers which have sometimes-unsuspected skills or ideas worthy of a start-up!

Anne-Marie Dunet,
Achetez Solidaire et Inclusif coordinator



What benefits do your users get from your community?

Feedback with us!

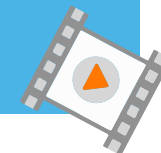
Inclusion is not just "Human Resources" data: It's a must to members of the community. Working to break down stereotypes is the first step on the way to inclusion.

All of a company's functions are concerned by inclusion and diversity, which are elements that make Orange stand out from its competitors, especially in RFPs. With equal skills, inclusion becomes the decisive element for a company when choosing a supplier.

The community sheds light on the CSR aspect of the group's strategy, raises awareness among employees of the stakes, and helps to better understand the actions that are possible in terms of CSR and inclusion in the spirit of Orange's values.

You can also find the **Achetez Solidaire et Inclusif** community in video format in the ninth episode of the series Random!

[> Click here to watch the episode](#)



How do you see the future of your community?

The appointment of a new CSR director within the group and the creation of a Secretary of State for "SSE" (Social and Solidarity Economy) will no doubt provide food for thought for the community's development. Another project: The government wants the 2024 Olympic Games in France to be "inclusive games". The community could be an internal showcase of the Group's commitment to inclusion in line with the Engage 2025 strategic plan.



A success story

In a tweet posted by the DO Grand Sud-Ouest on the community, I saw the potential for fablabs to make visors for certain shops in the Paris region to supplement the bulk purchases made.

This is a concrete example of the community's contribution to the group's strategy. Once again, "there will be no economic performance without social and environmental exemplarity".





“ Our members are committed men and women who go the extra mile beyond their official roles at Orange to help others.”

Launched quickly at the start of the crisis, the community invites employees to get together and pool their skills and talents to overcome this testing time. It's a place to discuss and study solutions for external mutual aid for regional and local authorities and emergency services.

- An agile community that adapts to meet current needs
- An intersection between the various players
- A possibility of finding your markers and strengthening your sense of usefulness

What is your role at Orange?

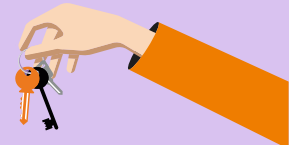
Emilia Glass: I work within the Agile programme at Orange France. I help to deploy the agile transformation and the changes in how our employees work. I accompany and support business and IT teams in making this transformation operational by adapting how we design and produce consumer offers and services. This way, we respond to our customers' needs as quickly and specifically as possible.



Scope: France



Open
community



Owners:
Anne Dollo
Emilia Glass



Orange
se mobilise 

Orange se mobilise

How does your community take part in the Engage 2025 strategy?

The community contributes to the Engage 2025 strategy in cross-disciplinary by doing exactly what it says: getting involved is so important! Our members are committed men and women who go the extra mile beyond their official roles at Orange to help others. The ambitions of Engage 2025 must be built with the health crisis in mind. I would like to maintain our community's level of mobilisation to support this strategy. I would like to set up collective works and studies to build the best possible path for the future of our company together, a future where Orange delivers the most value possible for society and makes its employees even more proud.

What are the characteristics of your community?

The "Orange se mobilise" community was created at the start of the health crisis by inviting employees to come together, each bringing their skills and talents to take action together and overcome this trying time. We wanted to create a place where employees could discuss and examine solutions for external mutual aid for regional and local authorities and emergency services.

Emilia Glass,
Orange Se Mobilise Coordinator

Acting together to overcome the challenge of an unprecedented health crisis.



The community is open to all employees and all divisions at the Group. It's an agile body that adjusts its form and organisation to meet the needs of its 400 members, following the evolution of the health crisis.

How do you manage the community on a day-to-day basis?

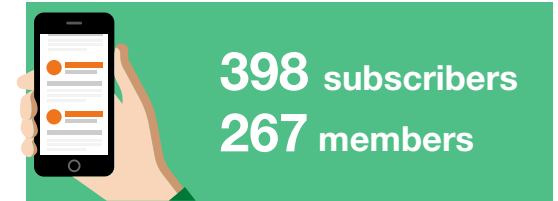
After my call to arms, dozens of employees came to join our community. At first, I simply observed the discussions, proposals and ideas. Then, thanks to help from the Piazza team, we organised our space around four main topics: internal help, external help, lockdown and remote working.



I acted as a "connector" who brought together employees who were interested in the same topic. I was looking for people outside the community (Orange departments and specialised in a domain or sometimes external start-ups) who could help us make our ideas a reality and meet the community's needs.

What benefits do your users get from your community?

At the start of the crisis, the benefit was feeling less alone. Then, users were able to find help or put their expertise to use and help in the fight against the coronavirus. They felt useful, they took action and they found their markers during this situation that shook all of us.



How do you see the future of your community?

We will see what the future has in store for us in the coming months. Depending on how the epidemic evolves, we will dive into the issues with a direct relationship to the health crisis. If the situation calms down, I will suggest to the community that we help build a new model for our company and the studies related to new ways of working, interacting, and collaborating at Orange.



What a user says

Karine Mariani, Software Architect at TGI

"I immediately agreed with the idea of helping colleagues during this difficult period. I handled a request on Piazza: "Need help developing a VBA script for Outlook". Since I didn't particularly know VBA or Outlook, it seemed like a good challenge to tackle! The request was specific, and the solution was to use a VBA script triggered by a rule in Outlook. After a few discussions in the group and an evening developing and testing this script, my mission was complete. I felt like I had been useful and the request was fulfilled."



“ Finding what you are searching for fast and developing skills is in Com'Unity's DNA.”

The space allows all those who are interested in communication to find content and training dedicated to the profession. It offers content such as masterclasses on communication trends and communicators' areas of expertise that can be used for skills development.

- An intersection of information in two languages
- A versatile community that mixes short- and long-term projects
- A series broadcast live and as a replay from the Executive Director for Brand & Engagement Communication, Béatrice Mandine: Com&Talk

What is your role at Orange?

The communication branch supports, trains and inspires the group's 1,500 communicators in all countries to reinforce their role in contributing to our goals consistently with our Orange brand, which is a global and differentiating cross-disciplinary asset.



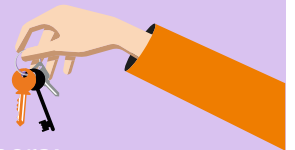
Com'Unity 



Scope: Group



Open
community



Owners:
Christiane Tran
Nora Otmani
Sophie Boumendil
Cécile Kaberry
Lorena Oyarzun
Claire Doisy
Victor Papin
Isabelle Bizien

How does your community take part in the Engage 2025 strategy?

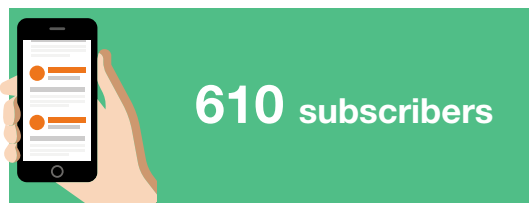
The Com'Unity community supports the Engage 2025 strategic plan in several ways. First, it helps support and develop Orange communicators' skills and contributes to building the company of the future by tackling the skills challenge.

Furthermore, our communication strategy revolves around two aspects:

- Making the Orange brand an engaged brand and a global and differentiating cross-disciplinary asset that creates value in our markets
- Deploying the new Engage 2025 strategic plan and support the group's transformation.

What are the characteristics of your community?

Created in 2015, the "Communication" community, renamed "Com'Unity" was built around four aspects: skills development and our professional repository, our major events, our inspirations, and our essentials. It offers communication formats dedicated to our community, such as masterclasses on communication trends or communicators' areas of expertise. In 2020, we added a live show broadcast on Piazza called Com & Talk, which has a question and



answer feed thanks to the Msurvey module integrated through a dedicated tile.

How do you manage the community on a day-to-day basis?

This community is particularly versatile. It is mobilised for short- and medium-term projects, studies and operational initiatives. It offers content to communicators that they can use and take inspiration from in their skills development journey.

It also showcases the training catalogue from the communication school, which was quickly supplemented with inspirational meetings and in-person sharing. We relay them on the community to benefit as many people as possible and take care to enrich our offer of available content regularly.

The last pillar of our coordination

New editorial content: Com&Talk, the show with Béatrice Mandine, Executive Director for Communication, Brand & Engagement.



strategy: Com&Talk. This is the show with our Executive Director for Communication, Brand & Engagement, Béatrice Mandine, broadcast live four times a year and available for replay, to discuss our priorities and develop engagement among communicators.

What benefits do your users get from your community?

Since the space is open, it allows all those who are interested in communication beyond the 1,500 communicators to find content and training dedicated to the profession.

It's an information crossroads where everyone can easily and quickly find what they are looking for, in French or in English.

"Finding what you are searching for fast and developing skills" is Com'Unity's DNA.



The Com'Unity team

How do you see the future of your community?

More sharing among peers. This profession is a part of all the group's divisions and regions, and we will all be the big winners from sharing our experience.



A success story

Five minutes before each live Com&Talk with Béatrice Mandine, one question always comes up: "Where can we find the link to the show?" The answer is always the same: "On Piazza, of course!" And the person responds: "It's true but it's so much easier to find everything in the same place that we don't even think of it!"

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Commitment in action

