

HOW CARREFOUR VOYAGES MADE THEIR INTRANET A REAL BUSINESS SUPPORT AND A POWERFUL COMMUNICATION TOOL



ABOUT

For over 30 years, Carrefour Voyages has been a travel expert and now employs 500 advisors in more than 137 sales outlets in France. In concrete terms, Carrefour Voyages represents over 10,000 travel offers at the best price on the market, 100% refundable holidays, a made-to-measure range "Made by Carrefour" and 97% of customers satisfied with their trip, regardless of their purchase route (agency, web or mail order).

THE PROJECT

Even before the Covid crisis, Carrefour Voyages had initiated a global digital transformation plan to optimize its operational processes. Improving internal communications was a natural next step. As a travel advisor, Carrefour Voyages have a responsibility to deliver information in real time to their agencies, and customers. Transferring information quickly and smoothly circulation is a challenge.

CHALLENGES

The health crisis accentuated this issue. Carrefour Voyages field teams are face to face with customers and being able to search for the most up-to-date information is a real help in making sales and taking decisions.

The challenge was to quickly implement an internal portal with an intuitive interface, a simple user and contributor experience and to make it go to source for internal media replacing the 30 year old intranet.

WHY POWELL INTRANET

Carrefour Voyages chose to implement their new intranet portal "Wikiss" using Powell Intranet technology because it met all their criteria. They built it with Expertime's teams in only two months, all done remotely.

OBJECTIVES

1

Digitalize communication

Digitizing, centralizing and simplifying communication

2

Connect agencies

Set up an inclusive and unifying portal

3

Operational excellence

Optimize the operational processes of the agencies

4

Increase customer satisfaction

Make the Intranet a real aid to sales and decision making

FOR FIELD TEAMS IN AGENCIES

DIGITALIZE AND CENTRALIZE INFORMATION

Previously, field teams were overwhelmed by a phenomenal amount of scattered information and successive updates. In the travel business it is hard for agents to know everything, so having that information at hand is essential. Powell Intranet now gives them access to information they need: from travel destinations in a simple, structured, detailed and immediate way; to sharing information from management and between departments.

ALIGN, LEAD AND SUPPORT TEAMS

Powell Intranet allowed Carrefour Voyages field staff to align and drive teams in a more engaging way by effectively communicating guidelines, priorities and programs. Their new intranet solution allows them to have live alerts on urgent information and useful notifications. Teams have simplified access to the information they needed to do their jobs in the field, especially in sales and merchandising.

SIMPLIFY THE EXPERIENCE

The simplicity of the tool combined with an effective support plan guaranteed success and ease of use for teams in the field. The ease of execution, the simplicity for contributors and users and the design of the interface were also determining factors in the success of the portal. With Powell Intranet, there is no need to be a digital expert.



"We have moved from an interpersonal transmission of information to an organized interdepartmental circulation of information, guaranteeing fair and official information for all, and a quality service to the client."

Laurence Bastet

Project & Internal
Communication
Director

Carrefour Voyages



BENEFITS FOR AGENCIES

- Structured information delivered in real time
- Alignment and animation of teams
- A real support for the field teams
- Modernization of operational processes
- More engagement through an inclusive culture
- Quick and easy adoption

BENEFITS FOR IT

- The deployment of a turnkey Intranet
- Reliable availability of the service
- Simple and quick customization
- Integration with the CRM

CHOOSING EXPERTIME AS A PARTNER

For 18 years, [Expertime](#) teams have been offering their customers the best of Microsoft technologies. Expertime is an expert in application innovation and consulting on DevApps, Data & Artificial Intelligence solutions in Azure and Office 365 environments.

A COMMITTED PARTNER WHO LISTENS

One of the key factors of the project was its co-construction with contributors, project managers and partner Expertime. Together, they defined the needs of the various departments, reviewed the technical functionalities and discussed the possibilities. They reformulated and customized proposals to ensure that everything fit, and then implemented the go live! Expertime helped make this project a great adventure by breathing new life into the project team first and then into the entire network so that they could all work together remotely with peace of mind and within a short timeframe.

A TAILOR-MADE EXPERIENCE

Carrefour Voyages initiated a service approach at all levels of the company by creating listening committees, which resulted in new user services - initiation webinar, local relays identified in the regions or via happy users, dedicated email box - and a contributor service - technical contribution kit, editorial charter... The tool is alive and is theirs!



"Our strategy is based on 2 axes :

- *On the one hand, the customer experience, identifying which insight should be answered?*
- *The strategy of small steps with actions of immediate impact*



BEING ACCOMPANIED BY EXPERTIME MEANS

- The implementation of a complete Intranet portal in 2 months
- A guarantee of performance assured by their professionalism
- An expertise that served the clients objectives
- Good listening and availability



Antoine Le Carpentier

Practice Lead –
Digital Workplace

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RESULTS



Powell Software

+82%

Employees feel connected to their company from a distance

Users say

- "A collaborative tool that centralizes information and secures content".
- "Powell's product is efficient and allows for easy contribution by teams".

Key success factors for the client

- The simple, intuitive interface and engaging design and templates
- The powerful search engine
- The reliability of the tool and its availability - the only technology that never fails
- The choice of partner for the quality of its support

+81%

Adoption of the Intranet portal deployed at Carrefour Voyages

8



Carrefour Voyages recommends Powell Software at 8 out of 10