

Case Study

Hybrid Listening to Balance Employee Experience & Business Outcomes



LV LOUIS VUITTON

Name: Louis Vuitton

Sector: Luxury Retail

Louis Vuitton is one of the world's leading international fashion houses, founded in France in 1854. Its products include luxury bags, leather goods, ready-to-wear, shoes, perfumes, watches and jewellery. Louis Vuitton employs over 34,000 employees worldwide.

"Balancing the needs of our employees, customers, and business demands high-quality, actionable data. Welliba's hybrid listening approach delivers integrated insights that help us identify which people and business initiatives matter most and what impact they will have. This helps us to prioritize actions that drive meaningful outcomes for our people, our customers, and our business - quickly and effectively".

Guillaume Torzec

Human Resources Manager
Client Services Europe Team

Context

Building a vibrant, multicultural client service center requires high-quality data

Louis Vuitton's Client Services Europe Team is based in Belgium, consists of 300 employees and covers 16 countries. It supports clients through phone calls and emerging media channels like messaging, online chats or video calls to deliver an unparalleled luxury experience. Team members are required to meet high expectations while constantly adapting to rapidly evolving digital channels.

Louis Vuitton's listening strategy already included pulse surveys and traditional psychosocial risk assessments, but HR needed more detailed and forward-looking data to help people leaders react more quickly and effectively to specific employee concerns. Leaders also wanted to keep a close eye on the impact of new initiatives on customer experience and the general business performance.

Solution

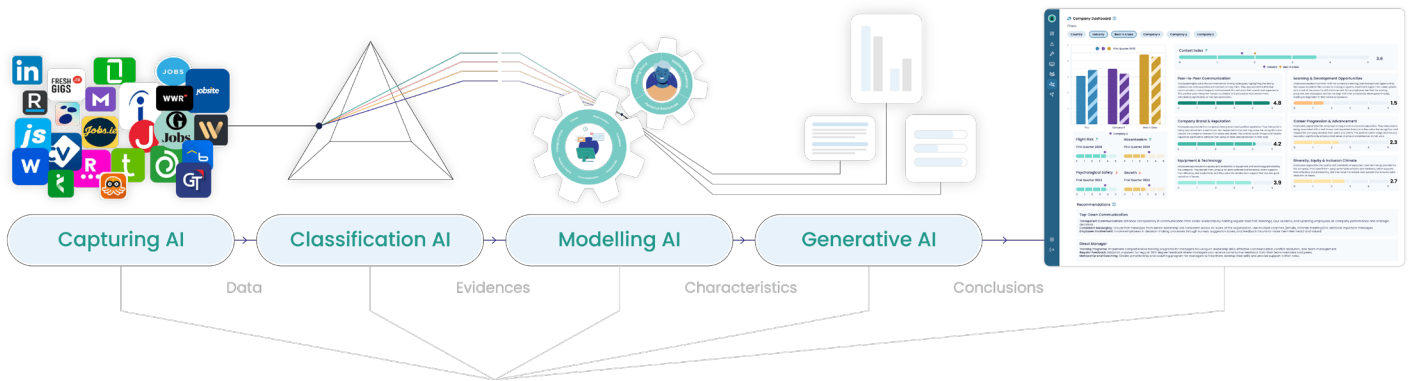
Combining active and passive listening to uncover additional insights



Louis Vuitton chose a mixture of Welliba's active and passive listening approaches to complement their existing global listening initiatives. These approaches use a validated employee experience model to examine the interaction between employees and their environment, while predicting how that interaction will impact business outcomes (such as absenteeism, retention and loyalty).

- Welliba's active listening solution (EX+) goes beyond surface-level metrics about the past and uncovers the true drivers of employee experience
- Welliba's passive listening solution (EXcelerate) can quickly analyse tens of thousands of external and publicly available data points to enable faster, smarter decisions.

How Does Passive Listening Using Public Data Work?



150+ agents trained and deployed to replicate the workflow that a highly trained analyst would use to find, aggregate, clean, classify, score and summarise external passive data.

Benefits

Metric Improvements in Employee Experience

6%↑
Wellbeing

4%↓
Absenteeism

7%↑
eNPS
(as a booster)

6%↓
eNPS
(as a blocker)

Improved Employee Insight

Feeling connected means **10%** more quality

Good work conditions result in **30%** reduction in absenteeism

The new hybrid listening programme combines data from multiple sources that complement each other to reveal hidden insights and confirm key areas of focus and investments.

Effective People Processes

People leaders can better manage Employee Experience in their own teams and evaluate their initiatives.

Shared Ownership & Recommendations

Employees, HR and managers leaders get actionable Insights and access to resources to support them

Strategic Relevance

Key initiatives are benchmarked to relevant industry peers, chosen named competitors, customer and business outcomes.

Cross-Functional Leadership Buy-In

Insights from both listening approaches are relevant across the business (inc. HR, Talent Acquisition, Safety and Prevention, senior leadership..).