

About Sodexo

Sodexo is a French food services and facilities management company, headquartered in the suburbs of Paris.

Sodexo is one of the world's largest multinational corporations, with its employees representing more than 130 nationalities. The company is present in more than 80 countries around the globe.

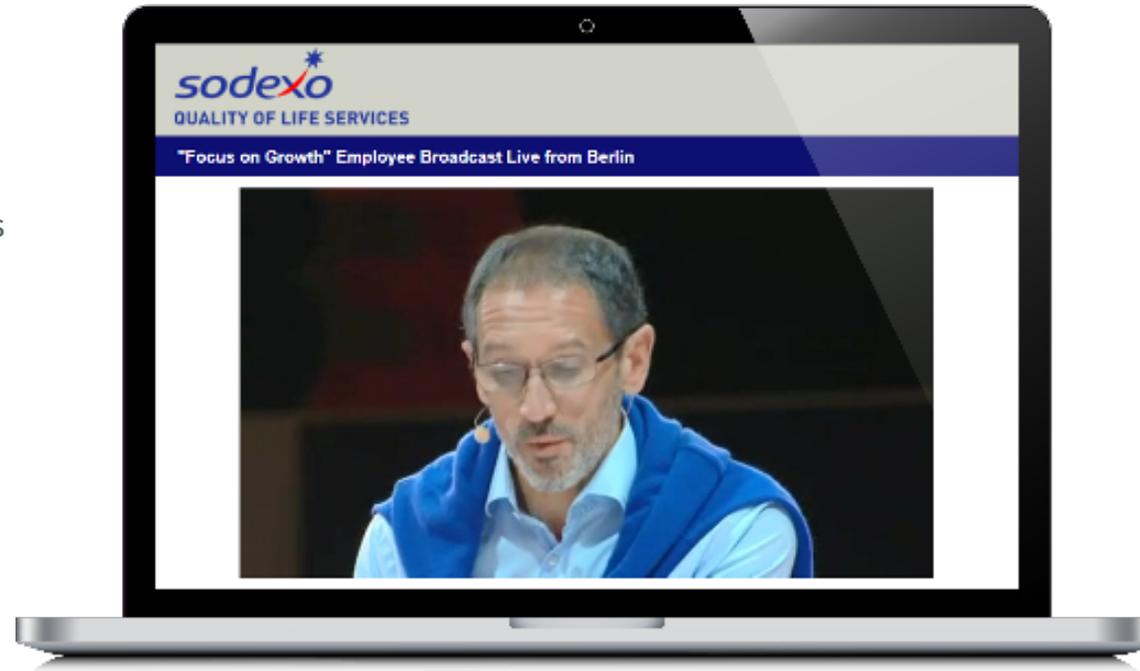
Use Case

For more than seven years, Sodexo has trusted the expertise of Notified to deliver its investor relations webcasts.

Sodexo developed an extraordinary confidence in Notified's ability to deliver these mission-critical communications. The Sodexo team then approached Notified with a special request.

The challenge: deliver a high-profile webcast series for Sodexo's CEO and global employees while incorporating different languages.

Building a worldwide company culture is one of Sodexo's main priorities, and to do so, the team selected Notified and its webcasting solution to achieve their goals.



GOALS:



Build a worldwide company culture



Transform Sodexo communications through a digital-first approach



Deliver seamless CEO-to-employee webcasts

Approach

Using the Notified webcasting solution, Sodexo seamlessly delivered three interactive CEO-to-employee webcasts from Berlin, Orlando and Paris in 2018. For each webcast, a dedicated webcast service manager provided Sodexo with end-to-end support.

Featuring an elaborate behind-the-scenes setup, the Notified team created an intuitive and secure webcast landing page with just one link for all Sodexo employees, providing the optimal user experience.

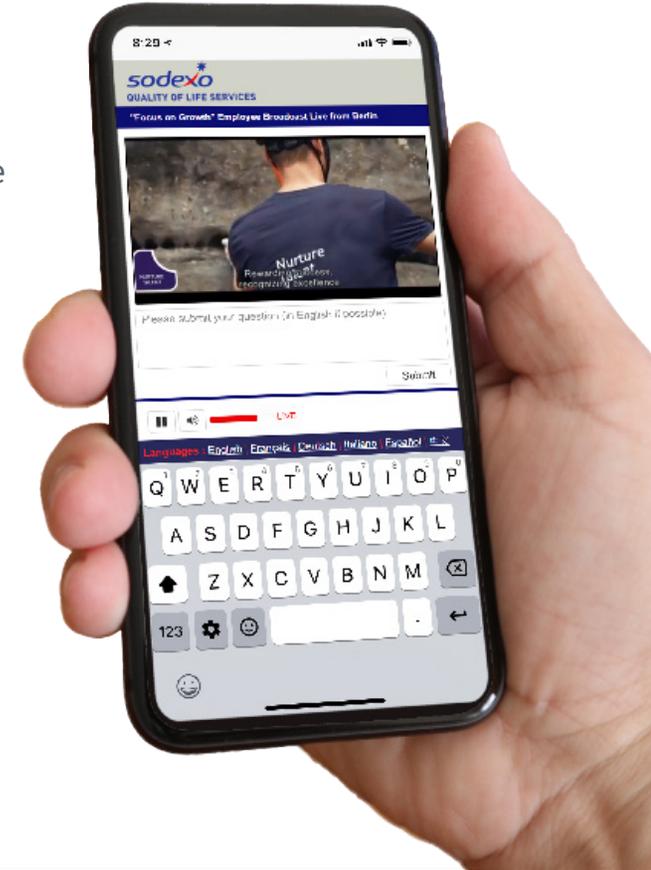
The Notified team also handled intricate scenarios, including the incorporation of several live video feeds and multi-language translation for audio and video graphics.

Notified even facilitated question and answer sessions between Sodexo's CEO and employees in six different languages.

Sodexo also worked with Notified to embed a third-party application into each webcast—which was used for sharing pictures and comments.

The Sodexo CEO-to-employee webcasts were viewable across more than just desktop and laptop computers, utilizing the responsive West technology to allow employees to view on their mobile and tablet devices. The webcasts were also built to support up to 100,000 viewers at a single time.

Partnering with Notified, Sodexo successfully engaged their global employees via webcasts, communicating the message of a single, unified company culture.



RESULTS:

15,000+

Engaged more than 15,000 employees

6 Languages

Webcast Q&A was handled in six different languages

1 UX

A single landing page created one intuitive user experience

“Notified’s webcasting solution provides confidence when it comes to sensitive projects. You can count on Notified’s expertise, and we recommend them internally to other departments.”

Anahide Araquelian
Communications & Events Partner | Sodexo