

GROUPE CHANTELLE PLACES EMPLOYEE ENGAGEMENT AT THE HEART OF ITS INTERNATIONAL STRATEGY

— GROUPE CHANTELLE — IN BRIEF

Groupe Chantelle is the leading French women's lingerie brand, founded in 1876

- 6,000 employees
- 22 countries
- 10,000 sales outlets across the world with 250 exclusive stores
- 400 million euro turnover

GROUPE CHANTELLE — CHOSE —

- Recruiting & Mobility
- Performance & Competencies
- Talent Review
- Training & Digital learning

With more than 6,000 employees, 10,000 sales outlets, and 250 exclusive stores located in 22 countries, Groupe Chantelle faces a global challenge: developing a sense of belonging to the company. This leading lingerie brand is beating the odds by deploying Talentsoft's Performance & Competencies module at the international level for its entire workforce.

The group faced considerable challenges with HR management as a result of a dispersed workforce and a large range of professions (creation, production, distribution, and sales). This is exactly why Groupe Chantelle decided to deploy the Talentsoft solution, especially its Performance & Competencies module. *"Almost all of our HR processes are integrated in the Talentsoft solution, from recruiting to career management and development. [The Performance & Competencies module](#) will help us reinforce our identity with our employees, whatever their profession, and give them a clear understanding of their development opportunities",* stated Marie-Anne Labidi, the group's HR development director. To do this, Chantelle was accompanied by Act-On and Antoine Gallais, Act-On's project director, for the Recruiting and Training modules.

STANDARDISE INTERNATIONAL PROCESSES

Key HR challenges: guarantee fair performance appraisals and encourage internal, geographic, and functional mobility. "We've deployed identical appraisal campaigns for all our executives across the world. They'll progressively be implemented for all our on-site and off-site employees." Said Marie-Anne Labidi. Top managers can also appraise performance

THE PROJECT

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- Offer a standard appraisal process in all the countries the group is present in
- Develop a sense of belonging to the group
- Encourage internal, geographic, and functional mobility

RESULTS

- 100% user compliance
- Identification of competencies to be developed
- Employee contribution highlighted in the company's performance

bonuses using another form. The group aims to ensure fairness in terms of implementing their processes across 22 countries, and to reach 90% user compliance. This goal was even exceeded with their 100% participation rate!

"It is extremely important to consider the central and local aspects of each phase of the Talentsoft project", said Antoine Gallais.

CREATE A UNIQUE LIBRARY IN A CENTRALISED HR ORGANISATION

The group comprises an HR organisation centred around a Group HRD and HR contacts in each industrial and commercial subsidiary. This global and local organisation has greatly contributed to the successful deployment of HR processes internationally. *"We were able to create a common job library and competencies grouped by sector for all countries and jobs. Talentsoft helped us make our HR data reliable in the solution and manage correct information",* added Marie-Anne Labidi.

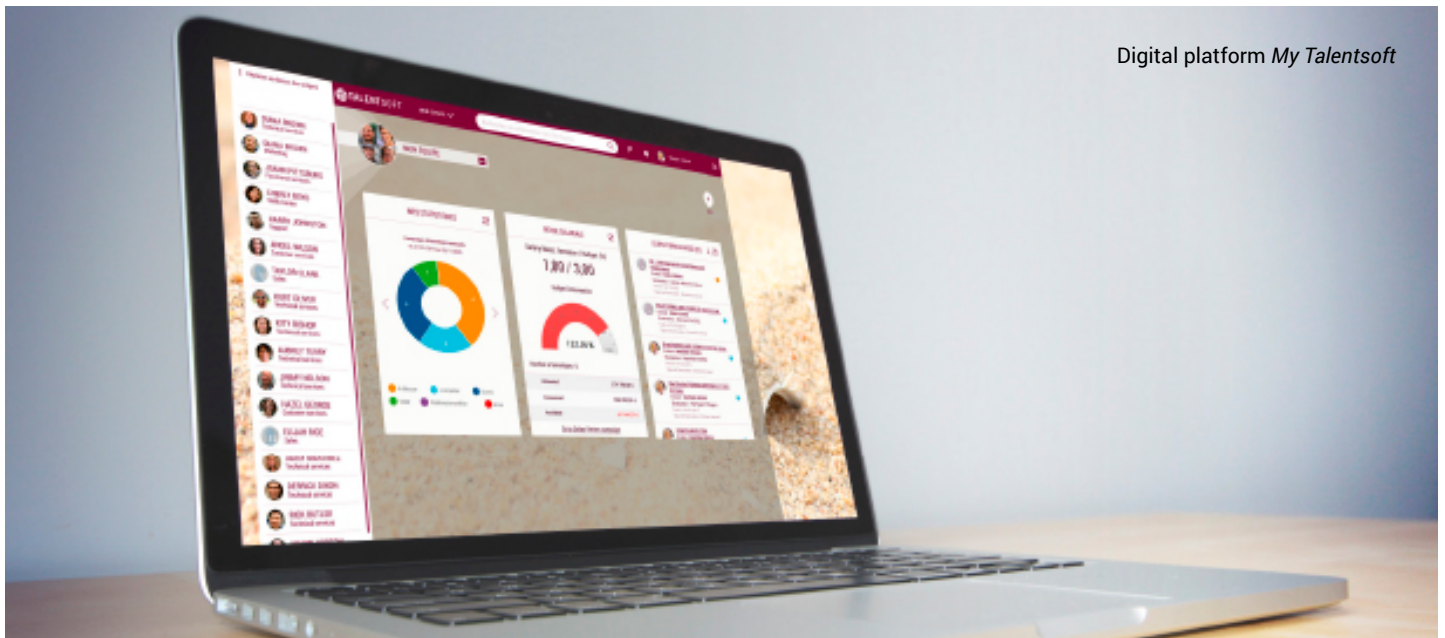
The Group has implemented a standard, structured form template with objectives, competencies, development requests, and manager comments by adapting to the schedules of local teams. *"Our job culture is now more visible at the grass-roots level, and we've had to adapt our methodology to these populations",* explained Antoine Gallais.

Each employee also has access to certain special features depending on their job and hierarchical level. The form – currently available in French and English – integrates some common rules: number of set objectives, approval process, and adhering to campaign dates. *"The most important thing is communication and change management by the local HR contact. This way employees will adapt to the new process and even show interest."* The library has currently integrated 18 job sectors and a dozen or so skills. *"About 10 jobs have been created per job sector. The competencies are based on know-how and soft skills. We've worked closely with our field managers to define them. The library will help us create a group culture and encourage mobility,"* said Marie-Anne Labidi.



"By integrating our HR processes in the Talentsoft solution, we were able to have a comprehensive view on employee appraisals. This helped us better manage their development in all our operating countries"

Marie-Anne Labidi,
Group HR Development Director
Groupe Chantelle



— THE APPROACH — ACT-ON & TALENTSOFT

- Individuals at the heart of the organisation
- Functional and software expertise
- A common project methodology
- Consultants certified by Talentsoft

IMPROVED ENGAGEMENT AND CLEARLY DEFINED OBJECTIVES

The group is satisfied just a few months after deploying the solution. In view of this success, the campaign was first deployed in France: store managers and sales assistants were happy to be able to discuss their mobility and development requests with their managers. All the data collected has helped the company perform global analyses. *"This appraisal campaign has helped us understand the performance level, analyse competency gaps, and reflect on the group's orientations and training content. We've also been able to identify dissatisfied employees and understand why they're not happy"*, stated Marie-Anne Labidi.

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BEST PRACTICES

- Preliminary phase: Define the challenges and priorities with the internal sponsor and all the participants, stabilise the business process early on, and reflect on standardising libraries.
- Initiation phase: Take into account the constraints of all local and international participants while deploying a limited project team.
- Steering phase: Deploy a central participant with local POCs to follow-up on local teams.