



Intrapreneurship serving internal cohesion and customer centric strategy.

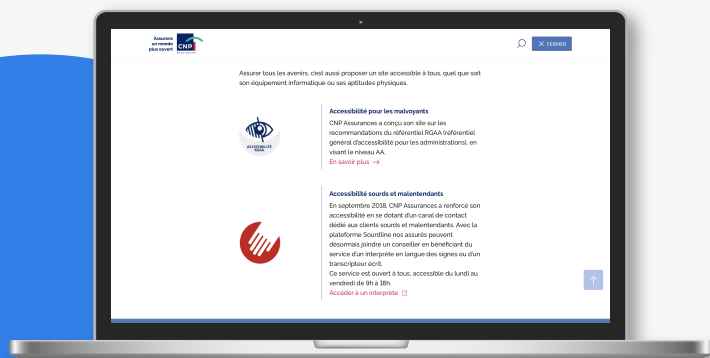
The real strength of a company often lies in its people.

This is what CNP Assurances has demonstrated with the **Open Act** operation, the latest in a series of 4 internal Open Innovation operations powered by Agorize. This **digital idea box** enables all CNP Assurances employees to **set up an innovative project and gives them the framework to develop their ideas.**

To ensure **inclusiveness**, even those who did not have a project in mind could participate via the **investment game**. Each collaborator had virtual money to invest on the platform for the project they believed in the most. In the end, a jury of experts decided and selected the best projects.



Zoom on one of the winning projects



In an inclusive approach, one of the teams that saw its project implemented proposed a web path adapted to people with visual deficiencies.

A large-scale intrapreneurship program supported by all levels of the company.

Online

A digital space dedicated to the creation of multidisciplinary teams and the submission of projects.
A dedicated interface for the investment game, for everyone to make their voice heard.

Offline

Tailored management: from February to June 2020, 1 day per week per employee was allocated to work on the project.
Support from experts and the Top Management of CNP Assurances has been put in place.

Implementation

A budget of up to €20,000 has been made available to develop the best projects.
Several projects in deepening within the BUS!



4 major themes to submit the project:



OFFER OR SERVICE

How to locally adapt offers, co-create with partners, develop new services, promote greener services...



CLIENTS

How to deploy an omni-channel strategy, make better use of data, understand customer needs in depth, broaden the target...



EMPLOYEES

How to get employees more involved, train them in a more customer centric approach, reduce absenteeism, limit waste...



IMPACT

How to enhance the value of the company's commitments through partnerships, make offers more responsible, emphasize what has already been done...

Résultats

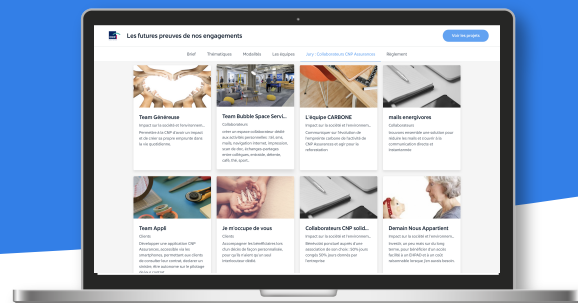
53

Submitted projects

12

Ideas presented
to CODIR

4

Incubated
projects


A multiple benefits operation

In the end, this operation will have made possible:

- To create **new levers for value creation**, both for **employees** and **customers**.
- To **give a voice to all employees** who wanted to make their ideas heard.
- To **assert CNP Assurances' commitments** and to disseminate them to all their stakeholders.
- To give **concrete expression to intrapreneurship projects**, vehicles for team cohesion, greater corporate culture and shared values.

About Agorize

Agorize is the leader in Open Innovation solutions for your innovation, HR and marketing strategies. Founded in Paris in 2011, Agorize has established itself worldwide, with offices in Singapore, Hong Kong, Japan, Germany and Canada. Agorize has powered more than 2,000 Open Innovation programs for over 300 clients, including Amazon Web Services, AXA, PepsiCo, NASA, Lightspeed and Schneider Electric.

