



# bloomin

Bloomin is a startup that allows companies to improve the employee experience and promote the well-being of their teams.

How does it work ? Thanks to employee feedback, managers and HR understand exactly what motivates employees, their expectations and needs, as well as their view of the company and their career path within it.

"We believe that motivated and fulfilled employees are successful employees !"

## 69% growth in 2021

- Launched in June 2016
- 2 M€ raised in July 2021
- A solution available in 14 languages
- 750K user employees
- 40 collaborators
- 300 key accounts and ETI clients supported, including *Orange*, *Intermarché*, *Déathlon*, *BNP Paribas*, *Total Energies*, *Groupama*...



## What does Bloomin do ?

Bloomin offers simple **feedback tools** to improve the employee experience.

To improve well-being at work, the startup has created **a multi-support platform** that helps managers and HRDs understand what motivates their employees in 3 steps :

- **Listening** : via fun and customizable surveys sent regularly to employees.
- **Analysis** : Anonymous responses are collected and analyzed in real time, shared transparently with respondents.
- **Action** : Responses are then transformed into employee experience indicators, which managers can track to improve the management of their teams and initiate changes.

## Who are the founders ?

- **Arnaud Testu** : co-founder of Nukesuite, acquired by Webedia, he knows perfectly the web and mobile digital ecosystems. He had led numerous digital projects for groups such as Danone, Orange or SFR. Arnaud is also a director of the HR LAB.
- **Thomas Le Gac** : After spending 15 years in the Orange Group, where he held various positions (Head of Human Resources and Director of Customer Service 2.0 where he was able to launch the Sosh customer experience), he was Vice President EMEA at Synthesio which raised more than 30M euros before launching Bloomin.



## The employee experience

Bloomin's founders can answer to your questions on a variety of topics :

- The candidate's journey during recruitment
- L'onboarding / l'offboarding
- Employee engagement
- Mobility
- Training
- Psychosocial risks / QWL / Well-being and fulfillment at work
- Diversity and inclusion in the company
- The transformation of employee expectations since the crisis...



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