



STARLIGHT

FOR BETTER INTERNAL CUSTOMER RELATIONSHIPS

The **Academy of EDF internal services careers** manages the Group's transversal functions (IT, HR, accounting, real estate, industrial logistics...).

GOAL

Rebalance **internal customer relations**: train both Internal Services employees and their customers to communicate and work effectively, in order to contribute to the Group's global performance.

TARGETS

- The 11,000 Internal Services employees
- 100,000 employees of the EDF Group

FORMATS



OUR SOLUTION

A Serious Game providing all the behavioural, interpersonal and organisational key points necessary **to instill a shared culture of internal customer relationship**.

- 9 modules, in which the player embodies either an internal service employee or an internal client
- 7 different careers
- A table to track the player's progress
- A futuristic *Star Trek* -like universe and a humorous and lively tone, allowing the player to address the game's themes with openness and serenity.

RESULTS

Starlight won the EDF **2016 Innovation Award**, among over 120 candidates.

WHAT OUR CLIENT SAYS

"We were glad to work with Manzalab's team and benefit from their expertise in terms of scenario, design and project management. The result is perfectly in line with our expectations and goals".