

## CASE STUDY



# How Circet boosted field responsiveness 3x and reduced duplicated work by 20% with Wegrow

## The Starting Point

Circet, a leading player in telecommunication network services and energy transition, is experiencing rapid growth. With over 5,000 technicians in the field, Circet faced several critical challenges:

### Key challenges:

- **Optimizing production processes:** Streamlining technical operations and ensuring efficient feedback from the field.
- **Client relations:** Reassuring clients about the rigor of applied methods and ensuring clear communication of their recommendations.
- **Information diffusion:** Reaching technicians directly without relying solely on hierarchical channels (emails, internal messaging).
- **Responsive technical support:** Delivering fast, precise answers to immediate on-site needs.

Before Wegrow, Circet relied on SharePoint for document management. However, the sheer volume of information became a bottleneck:

- Technicians struggled to locate the right document, at the right time, for the right task.
- Email and messaging-based exchanges led to repeated information, significant delays, reduced field autonomy and critical time loss in operational contexts.



**People:**  
17,000  
(3,500 France)



**Wegrow Users:**  
4,500 users



**Industry:**  
Technology &  
Telecommunication



**Location:**  
Worldwide  
(13 countries)



**Department:**  
Operations - IT



## The Wegrow Solution

Circet chose Wegrow for its promise of simplicity, intuitive use and perfect integration with Microsoft Teams (which went from 0% usage before COVID to 100% adoption today).

### Key features:

- **Rapid post creation:** Delivering clear, visual and synthesized information for field teams.
- **Smart tagging system:** Making it easy to target audiences and retrieve relevant content quickly.
- **Native Teams integration:** Seamlessly aligning with evolving internal communication habits.

### Wegrow empowered Circet to:

- Centralize training content, making it reusable and accessible.
- Create a snowball effect: one post shared by a technician could benefit two or three colleagues, amplifying knowledge sharing.
- Improve the client experience by ensuring better transmission of field recommendations.



## Impact and Results

### Quantitative impacts:

- **3x faster access to relevant content:** Thanks to hyperlinked posts, teams avoid time-consuming SharePoint searches.
- **20% reduction in duplicated efforts:** By centralizing and sharing key information, redundant tasks between teams were significantly cut down.

*"Before implementing Wegrow, sharing information with users was done through traditional means — email, SharePoint, WeTransfer or other file-sharing platforms — which posed real limitations in terms of efficiency and responsiveness."*

*"We are also seeing a snowball effect: when a post is shared with a technician, they usually pass it on to two or three members of their team, which multiplies the impact of a single action, where previously several interventions would have been necessary."*

*"Creating posts via Wegrow now allows us to structure our training activities efficiently, which is a real asset for the Circet Academy and saves us considerable time. Our team now accesses relevant content 3x faster."*

**Matthieu Kermorvant**  
Subject Matter Expert - Circet

## Qualitative impacts:

- **Smoother adoption and positive reception across teams**, who appreciated having visual information centralized in a single post.
- **Real-world use cases from the field were incorporated into training modules**, reinforcing continuous improvement.
- **Field teams were able to recover and apply “stirlings”** — best practices and effective reflexes — identified by users, improving operational agility and on-the-ground quality.

## Analytics & continuous improvement:

- Engagement metrics (views, interactions, shares) help support, training and operations teams prioritize critical topics and adjust messaging based on field feedback.
- The result: enhanced agility, stronger responsiveness and consistent operational excellence — even as Circet scales its international activities.

*"Since we started using the Wegrow platform, it's about three times faster for teams to access relevant content. We avoid searching through our SharePoint libraries by adding hyperlinks directly into the posts. I would also estimate that Wegrow has reduced redundant information-sharing work by around 20% across teams."*

**Matthieu Kermorvant**  
Subject Matter Expert - Circet



### High Engagement and Adoption:

Engagement rates are very high, **around 75%**, reflecting significant adoption across Circet's global workforce.



### Boosted Productivity:

Enhanced global collaboration, streamlined cross-functional alignment and boosted productivity.



### Time Savings:

In 2024, Circet saved **3105 hours** in post creation + search session.



### Enhanced Resource Access:

Boosted employee motivation through a structured and engaging knowledge-sharing process.



### Faster Best Practice Implementation:

**3x faster access to relevant content** and **20% reduction in duplicated efforts** by centralizing and sharing key information.