

La Vie en Rose saves +100hrs/mo

managing escalations using Nurau

"Nurau has significantly improved my ability to manage and support my frontline managers, giving them a better quality of life."

Julie Lafrance
Regional Sales Manager
La Vie en Rose

KEY RESULTS



40%
Daily Usage Rate



88%
Satisfaction Rate



552%
ROI



+100hrs/mo
saved on escalations



Nurau is a conversational AI-powered leadership coaching platform that delivers personalized, real-time guidance while generating actionable insights for HR teams. Nurau adapts to each organization's context and tracks workplace challenges to identify opportunities and gaps.

KEY CHALLENGES



La Vie en Rose is a Canadian lingerie retailer headquartered in Montreal, Quebec. The brand produces and sells a range of undergarments, sleepwear, and swimwear aimed at women, through 300 Canadian stores, and has expanded into the United States, since fall 2024. Building on their existing support initiatives, La Vie en Rose is enhancing their store management resources by providing access to Nurau.

1

People Management & Training Opportunity

Front-line managers seeking additional resources and support to confidently handle sensitive employee situations, particularly those involving mental health.

2

Operational Optimization

Regional Store Managers dedicating significant time to employee relations, impacting availability for other strategic priorities.

3

Streamlining Incident Management

Opportunity to further align incident reporting and escalation practices across the organization's expanding retail network.

SOLUTION



1

Policy-Integrated Support System

Seamlessly integrating La Vie en Rose policies and procedures, providing managers with real-time access to HR procedures for compliant and consistent decision-making.

2

Self-Learning Evolutive EQ Conversations

Highly personalized guidance based on each manager's style, continuously learning from interactions to provide context-aware suggestions for various sensitive scenarios.

3

Advanced Analytics and Reporting

Real-time tracking and analysis of workplace challenges, delivering data-driven insights and strategic reporting to help HR teams identify training needs and policy gaps.