CASE STUDY

LAURENTIDE CONTROLS



amélio x LAURENTIDE

HOW

LAURENTIDE CONTROLS CUT ITS TURNOVER RATE IN HALF

from 16% to 6.7%



What if your best growth strategy was...
Your people?!

That's the bold bet Laurentide Controls made.

And let's be honest: it's a bet that paid off.

WHO IS

LAURENTIDE CONTROLS

For over 50 years,

Laurentide Controls has been helping local industries thrive with cutting-edge solutions in automation, reliability, instrumentation, measurement and analysis, and digital transformation.

As Emerson's exclusive partner in Eastern Canada, it serves essential sectors such as renewable energy, mining and metals, pulp and paper, agri-food, and petrochemicals.

At Laurentide, people matter. Employees, clients, and communities are considered their most valuable asset. Integrity guides every action, and trust is the foundation of all relationships.

In an industry dominated by circuits, sensors, and valves, Laurentide also relies on collaboration. Here, **every voice is heard.**



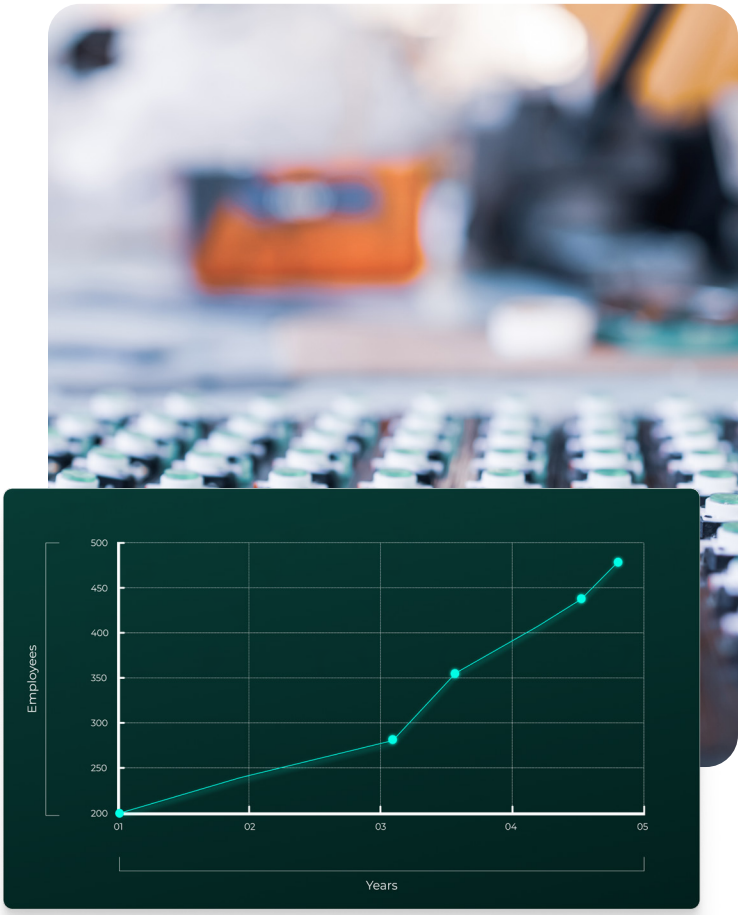
Being an employee also means being a shareholder. This closeness results in more relevant, more human, and better-tailored solutions for each client's reality.

When people are heard, everyone feels the difference.

> *«At Laurentide, our employees come first. There's a culture here I've never found anywhere else.»*
>
> - Madalena Valiente, CPI, CPI, Manager of Operational Experience

THEIR HR CHALLENGE:

GROW WITHOUT LOSING THEIR PEOPLE



Between 2019 and 2024,

Laurentide Controls more than doubled its team. Growing from 200 to 475 employees in five years is no small feat!

In the industrial automation sector, where specialization reigns and the talent shortage is very real, attracting and retaining the best people is often a real puzzle.

And this puzzle was a big one:

A **16%** turnover rate in **2019.**

Laurentide was facing a familiar dilemma: how to continue growing without losing what made them strong—a mobilizing culture where everyone feels they belong.

In such a technical and competitive industry, each departure is costly.
Retention had become as much a human challenge as a strategic one.

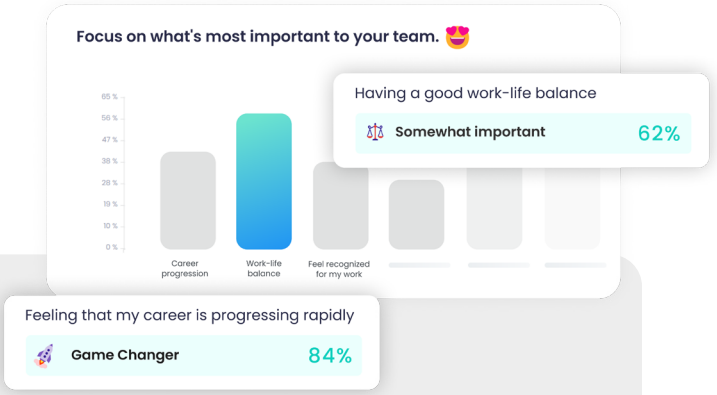
THE ACTION: putting People at the Heart of Growth
Instead of betting on isolated initiatives or short-lived flashes of brilliance, Laurentide opted for a continuous, and above all, intelligent approach.

In 2019, the company chose Amelio as its strategic partner.

THE IDEA WAS SIMPLE:
stop waiting until year-end (or a crisis) to discover what was really happening within teams. This created a virtuous cycle of listening, analysis, and action.

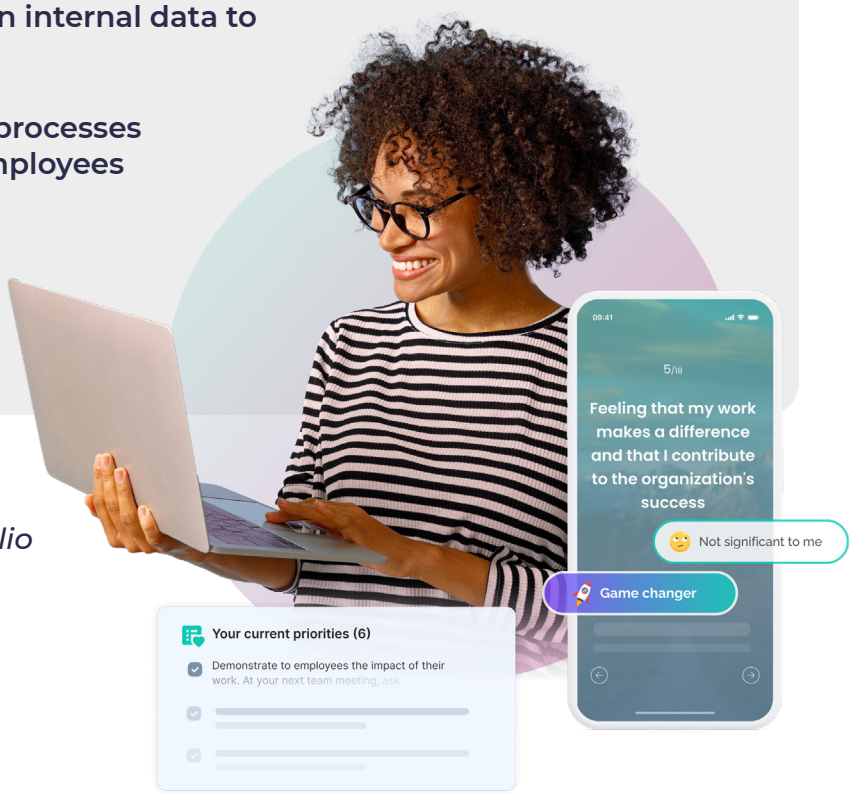
WITH AMELIO,

the organization was able to structure its approach. No more vague impressions—now they had solid data tracked in a sustained improvement cycle.



Amelio's intelligence enables:

- **Automated, continuous collection of engagement indicators, analyzed with precision**
- **A smart dashboard providing quarterly visibility and near real-time trends**
- **Predictive recommendations based on internal data to target high-impact actions**
- **Smooth integration with existing HR processes to align leadership, managers, and employees**



> *« Thanks to the visibility provided by Amelio and the strategies we implement every quarter, we now offer an extraordinary employee experience. »*
>
> - André Amyot, VP Talent & Culture, Laurentide Controls

By relying on clear data and regular follow-up, the team stayed on course — even when everything was moving fast.

THE RESULTS : A Deep Transformation Worth Dreaming Of.

IN JUST FIVE YEARS, the combination of Laurentide's human-centered leadership and Amelio's technology drove a significant and impressive progression.

The metrics speak for themselves, but the most striking change is the deep transformation that took place.

THE INDICATORS SPEAK FOR THEMSELVES,

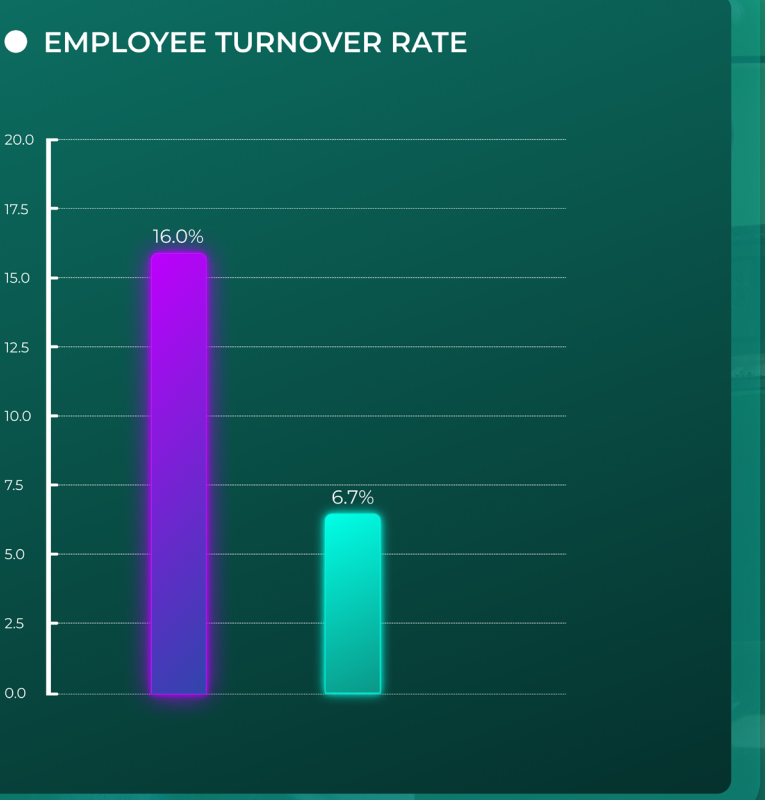
but the most striking aspect is the profound transformation that has occurred.

A turnover rate cut in half

- From **16%** down to **6.7%** between **2019 and 2024**, while growing from **200 to 475** employees
- Nearly **80%** of employees now plan to stay for more than two years!

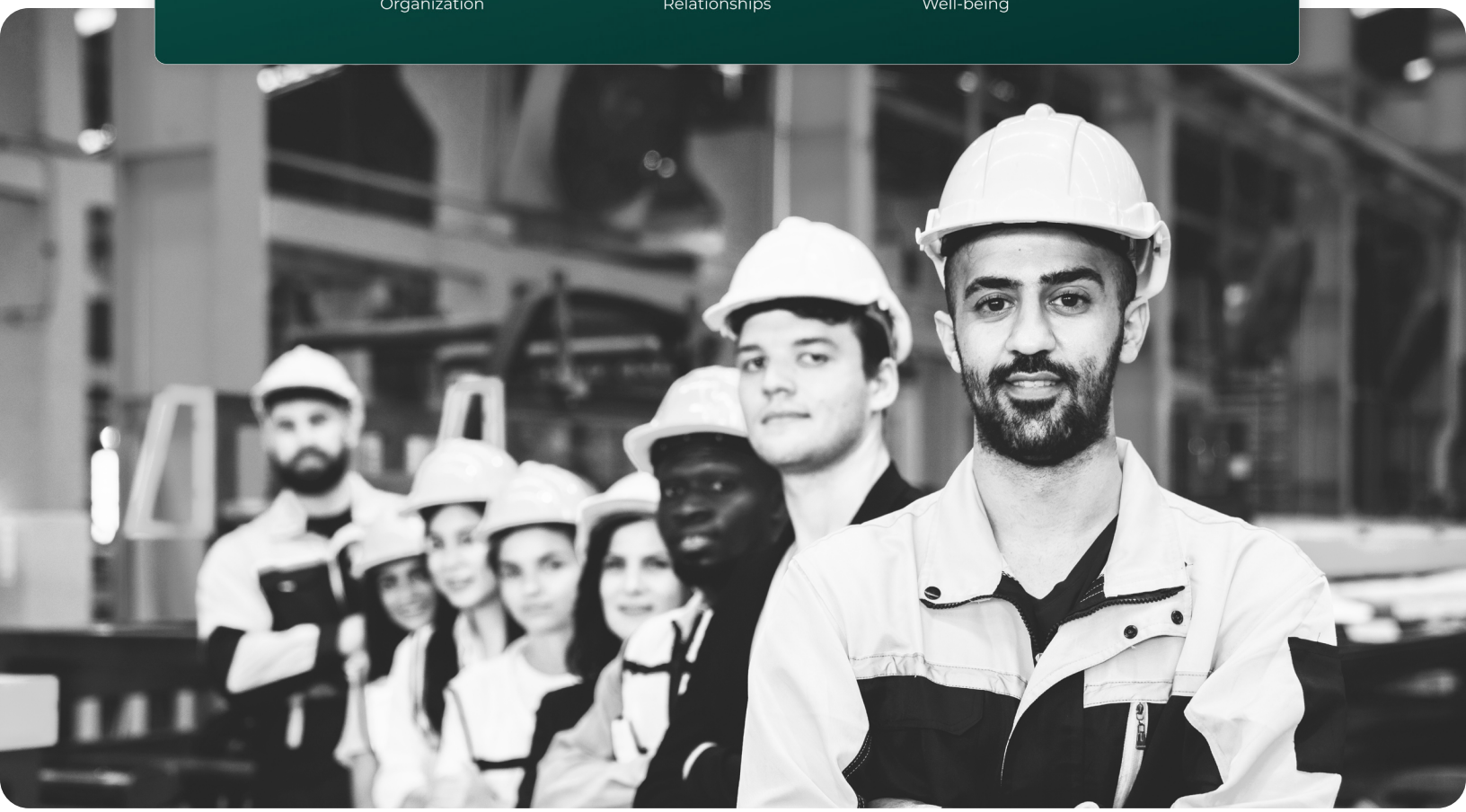
Lower turnover also means:

- **Fewer productivity losses**
- **Lower recruitment and training costs**
- **Greater stability supporting performance**



ENGAGEMENT SCORES ON THE RISE — CHAMPIONS ACROSS THE BOARD!





SINCE THE BEGINNING

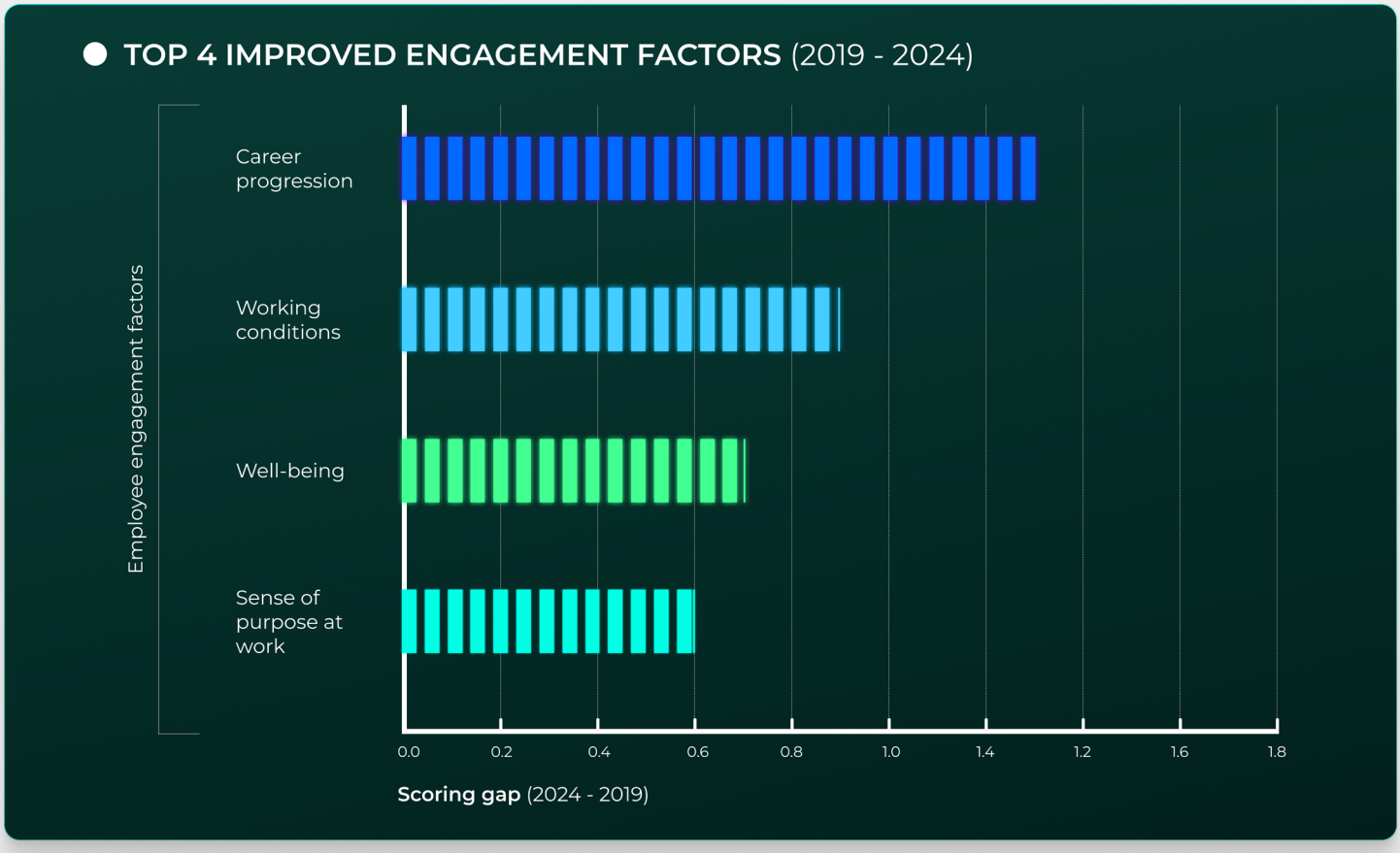
of their journey with Amelio, all engagement drivers have shown strong and noticeable growth.

The strongest gains are in the sense of career fulfillment, **which rose by +1.3 points.**

In other words, people don't just come to work at Laurentide Controls anymore. They build careers here.

> *What I appreciate most about Laurentide is its entrepreneurial spirit. Here, you have the resources you need to achieve your ambitions.*
>
> - Michel Brisebois, Director of Projects and Training

> *In recent years, Laurentide has evolved significantly, and many people have advanced their careers here.*
>
> - Michael Carr, IT Director



EXTERNAL RECOGNITION

As a bonus, Laurentide Controls earned a spot among **Canada's Top 100 Employers.**

And it's no surprise, with an impressive employee Net Promoter Score of nearly 50 points in 2024.



A public recognition of a winning HR strategy!

IN SHORT:

A CONCRETE INSPIRATION FOR FAST-GROWING COMPANIES

Laurentide Controls proves it: it is absolutely possible to grow rapidly without sacrificing the employee experience or diluting your culture.

With a structured approach, continuous listening, smart technology, and the guidance of Amelio's experts, they've turned their data into concrete action levers.

RESULT: engagement continues to rise, even as they scale.

This isn't an isolated case. It's a model that any growing organization can adapt to its own reality.

> *« It's exceptional for us, and I want to emphasize how much the Amelio platform has been a great partner in helping us succeed. »*
>
> - André Amyot, VP Talent & Culture

Indeed, Amelio does more than measure engagement. The platform anticipates, guides, and optimizes actions to drive real impact.

Want to move forward with your teams, not without them?

Amelio is here to help you lead growth, not just endure it.

→ Request a Demo

