



better work, better life

## Increasing employee commitment

Adecco is the world leader in human resource solutions. In the Netherlands alone, Adecco has a total of 1,000 employees operating from 200 offices, making it the fifth largest player in the Netherlands. The company uses Netpresenter software since May 2004.

"At Adecco, we have a predominantly young workforce. Organization commitment is very important to us," says Rinus Wittenberg, Marketing Manager Adecco Netherlands. "We have 200 offices. We employ many part-timers. And our employees are out of the office, on the phone or in meetings a lot, matching customers and flex workers. That's the reason internal communications is key to us. We have even made it an independent discipline."

### "Our screensaver messages are eye catchers"

"The Netpresenter screensaver exists of four to five short messages displayed daily on every computer screen. The screensaver messages are eye catchers - deliberately very short, with a hyperlink to the full article on our intranet. Key selection criteria is messages need to be targeted and of direct interest to our daily operations. This involved rethinking our internal communications but has ultimately lead to greater efficiency. Short, catchy and targeted," continues Wittenberg.

### "Clogged-up mailboxes and an intranet that was used for reference purposes only"

"As many organizations, Adecco faced increasingly clogged-up email inboxes. This made us rethink and reorganize our internal communications," states Wittenberg. "Our employees received an average of between ten and forty emails a day. Returning to the office after a few days off, meant struggling through

mail for hours. In addition, our intranet had been live for 18 months, but was still predominantly used for reference purposes. People could only hope they did not miss any important news."

### "Now we can rest assured all our Dutch employees see the key information"

Next to the screensaver for key news items, Adecco features so-called newsflashes on the intranet. The same key news items are displayed here, next to the less important news. Messages that have been read are displayed in a different color, to keep all this data surveyable.



Another feature Wittenberg is pleased with is the news overview of all intranet and screensaver messages, mailed automatically to all employees on a weekly basis. "If you go on vacation for three weeks, you only have to read three e-mails to get updated on the key developments. It provides our employees with a clear, easy-to-read summary, with the full article on the intranet only one click away. Now we can finally rest assured all our Dutch employees see the key information."

However, according to Wittenberg, the screensaver is more than effective. It also is amusing. "Our managing director has a weekly column on our intranet. With two or three catchy lines, every new column is announced on the screensaver. People simply click on a hyperlink to read the full article on the intranet. The screensaver makes it easy to add a picture to each message as well. So we aim to add a photo to each article, for example to go with this weekly column. So in theory all people need to do is have a look at the picture, to know whether we have some good figures to report," says Wittenberg smiling.

## "Good internal communications and increased commitment"

"The screensaver was received very well, but of course it took a while for people to learn how to use it. Everyone feels their news is most important and preferably wants it published in full on the screensaver. But that is not how the screensaver works. We only place brief summaries on Netpresenter to ensure that everyone remembers the key facts, and include a hyperlink to the full article on our intranet. For us, Netpresenter already proved essential for good internal communications, but it also helped increase employee commitment," concludes Wittenberg.



### Adecco

Adecco Group is the world market leader in Human Resource services. The Adecco network connects over 700,000 associates with business clients each day through its network of 36,000 employees and 7,000 offices in over 60 countries and territories around the world. In the Netherlands, Adecco has 200 offices and over 1,000 employees.

<http://www.adecco.com>

### Sector

Human Resource

### Challenge

Inform Dutch employees in a timely and efficient manner.

### Solution

Interactive screensaver on the PCs in all 200 offices, news flashes on the intranet, and a weekly e-mail to all employees with a summary of past week's news items.

### Benefits

Improved internal communications and increased employee commitment.