

Building an identity with Netpresenter

Since 2004 the Amerfoortse, income insurer of enterprising Netherlands and secondary company of ASR Netherlands, installed the Netpresenter screensaver on every company computer.

“Internal communications really improved!”

“Our internal communications worked effective and our intranet was efficient. Our aim with Netpresenter was therefore not to improve the internal communications, but nevertheless it happened. Internal communications really improved!”, says Arien Bikker, head of internal communications of the Amerfoortse.

“The display of our intranet”

“Netpresenter enables you to point out specific subjects in a crowded environment such as the intranet. You trigger your employees to read important information when it comes out. The screensaver of Netpresenter is the display of our intranet.”

“Culture carrier”

“One of the reasons for implementing Netpresenter was the disappearance of our own staff magazine. Due to the merger with AMEV and us becoming a part of Fortis Insurance Netherlands our staff magazine also merged with the AMEV-magazine. The Amerfoortse is relatively small within the insurance branch, and the staff started missing their own magazine,” Bikker says.

“The staff magazine always fulfilled a specific task within the company. It was focused purely on our staff, which enhanced the company pride and ensured everyone felt part of the company when we merged. It was important to find a joint medium with other Fortis subsidiaries but it was also essential to maintain certain specific cultural values, which were strongly visible in our own staff magazine. The Netpresenter screensaver carries out both tasks excellently,” Bikker continues.



Netpresenter Screensaver at “De Amersfoortse”

“The human factor”

The only obstacle when using Netpresenter, according to Bikker was the amount of up-to-date information: “At the start some of our employees needed to get used to the fact that their screensaver with personal vacation pictures had to go. The screensaver needed to contain up-to-date information and therefore it gets updated daily with the latest intranet news, the restaurant menu and the employees’ birthdays.”

Furthermore there is a real interest for the human factor. Employees of the Amerfoortse visited the seal shelter in Pieterburen, where they build a monument of waste from shipwrecks, which was then presented in an article on the screensaver. Additionally there is information on a course about “how to quit smoking” and a section where new employees get introduced.

Important is also the lottery where employees can win tickets for the soccer games of Feyenoord. Fortis sponsors Feyenoord and regularly receives tickets for their games. The Amerfoortse receives 10 tickets a game, which get raffled between the employees. “We get a lot of requests for those,” Bikker says laughing.

AMERFOORTSE

The Amerfoortse is the income insurer of enterprising Netherlands and subsidiary company of Fortis Insurance Netherlands.

<http://www.amersfoortse.nl>

Sector

Financial and insurance services.

Challenge

A new commonly used medium which contains up-to-date information.

Solution

More focus on the internal news and on the company culture of the Amerfoortse within Fortis.

Benefits

The screensaver ensures everyone is quickly informed on what goes on in the organisation. It strengthens the brand pride and ensures everyone feels part of the organization.