



AVALEX

CASE STUDY

Lunch with sandwiches and corporate news

In 2008, Dutch regional waste collection company Avalex implemented Netpresenter Hosted, in order to keep its employees updated of the latest developments within the company. The software is used to quickly publish an attractive, current collection of news items on a large TV screen in the cafeteria. News items are created within minutes, online and via any web browser. With this 'news broadcast', employees are updated on the latest developments over lunch.

Netpresenter Hosted offers Avalex:

- **More safety** – the solution is hosted, which means all the software runs on Netpresenter's own, highly secured internet servers;
- **Fast installation** – the installation process consisted of one step: downloading the Player software for the screen in the cafeteria. This meant the solution was up and running in mere minutes;
- **Ease of use** – creating, editing and publishing news items is done via an online menu. Any web browser can be used to log in. Quick and easy;
- **Minimal costs** – investment costs were minimal as no investments had to be made in expensive software or hardware. One TV-screen in the cafeteria (used to display the news) and a PC with internet access were sufficient;
- **No pressure on the IT team** – Netpresenter manages the complete solution.

"Netpresenter proved very easy to work with. Creating a message takes mere minutes," says Caroline Kouwenhoven, member of the Communications team at Avalex.

"Continue to draw attention"

Avalex selected this alternative medium because Avalex' fieldworkers proved to be hard to reach with traditional methods. "Those of our employees working outside the office do not have a computer in the office. This means intranet is not an option. For current news we needed a more frequent medium than the existing discussion of progress and staff magazine. Because we use bulletin boards for the work schedules, we tried to use these same boards to publish current news. But it proved very difficult to ensure the news items on these boards continued to draw attention," states Kouwenhoven.

"Most of our fieldworkers leave in the morning from one of the two Avalex offices in Delft and Rijswijk, and also return there for lunch. We therefore looked for a medium that would attract their attention during those times. We also wanted to be able to update the news quickly. The solution proved to be a large screen with the latest news in the cafeteria," continues Kouwenhoven.



“To react is to appreciate”

“The news published on Netpresenter is read well,” says Kouwenhoven. “It is being discussed, and when we make an appeal to the employees, they respond. For example, we recently organized a truck parade for people with a mental disability. The fact that people respond to those kind of messages en masse, shows me that Netpresenter is being appreciated.”

“Daily shot of news”

Kouwenhoven: “Daily news helps keep the news broadcast interesting. We limit the number of messages to about six. There are a number of fixed message types, such as a regional weather forecast and traffic updates. That kind of information is of critical importance to the people in the field, as it helps them decide on the outfit to wear and the route to take. Other news is non-recurring – for example on new services such as the new waste pass, statistics on website traffic, employees leaving or joining Avalex, receptions, etc. Messages are always brief and to-the-point and often contain an image. Most messages refer to specific people, such as the project leader, for more information.”

“More screens and location specific news”

“In the cafeteria in our Delft offices we do not have a screen yet, because we plan to move into new offices soon. In these new offices, we plan to put up a screen as well. In first instance we will publish the same news in both offices. But because it is so little work to create a message, we might eventually publish some location specific news items next to the different corporate news items,” concludes Kouwenhoven.



Avalex

Avalex is the regional waste collection company for the municipalities of Delft, Leidschendam-Voorburg, Pijnacker-Nootdorp, Rijswijk and Wassenaar. Avalex offers effective, efficient, and customer focused waste management services on the authority of municipalities and to companies in the region. Avalex has about 175 enthusiastic employees.

www.avalex.nl

Sector

Waste management

Challenge

Clear, current internal communication, especially to the fieldworkers.

Solution

Netpresenter Hosted, Netpresenter's hosted software solution. On a large TV-screen in the cafeteria, employees are updated on the latest Avalex news, weather and traffic.

Benefits

- The large screen attracts the attention, so employees really see (and read) the news;
- Hosted: costs are minimal, software is easy to use and infrastructure is highly secured.

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Netpresenter is a leading developer of innovative end-to-end visual broadcast solutions, such as emergency alert notification, enterprise communications and narrowcasting. It has offices in The Netherlands, US, UK and Germany. Its 1 million users can be found, among others, at Nokia, Sony, Jaguar and GE.