

Effective communication using 600 PC and TV screens

The core activity of the Dutch Yellow Pages (the Gouden Gids), a division of the Dutch Telephone Directory (De Telefoongids), is successfully connecting buyers and sellers. If you are one of the most successful companies doing this in the Netherlands, fast and efficient communication with your employees is an absolute must. The difficulty with this lies in the fact that most of the employees are field staff and are out on the road daily.



“Thanks to the Telefoongids Alert communication is no longer a problem”

The Telefoongids Alert works with Netpresenter software. The system allows internal news messages to be broadcast as screensaver on work stations. This turns over 600 PC monitors into an effective communication channel. The news messages appear as soon as the computer is turned on or after 20 minutes of inactivity. “This is ideal for all our field staff. Every time they log in, the latest news items appear on their monitor. They are not obligated to read all the messages straight away, a quick glance is enough for them to decide if any of the news is important for them. At a later date they can then read all the messages and use the links to read the full articles on the intranet. Our field staff requested it be 20 minutes before the screensaver activates. It used to be after 10 minutes, but that was found to be too interruptive when visiting clients. Separate from that though, we have noticed that our field staff are better informed about our internal news since we implemented the Telefoongids Alert”, says Meddy de Graaff, internal & external affairs and responsible for the implementation of Netpresenter at the Telefoongids.

“An active way to reach all employees”

“Really, the changing of our name to ‘De Telefoongids’ and moving to our new office in the spring of 2007 were the reasons for looking for an additional way of communicating. We were confronted with a lot of changes that needed to be communicated to our staff constantly. Solely using the internal email and intranet was not enough for us to reach everybody in time. In the end we discovered Netpresenter and have now been working with its software for six months now. Netpresenter was able to offer us what we had been searching for: a tool for effective communication.”

“Plasma screens in reception are real eye catchers”

“Of course, a good and effective internal communication is not just important for our field staff, but for all of our employees. The general goings on within the company such as changes in personnel, birthdays, new clients or interesting sales results.”

“If you keep your employees ‘in the loop’ about the company, the involvement of employees will increase. And a greater sense of involvement has a positive effect on performance.”

“So the computer monitors are now being used very positively for our internal communication. Besides that we now also have three large plasma screens in the reception area. On one of these screens constantly displays that day’s news messages. This is nice for our visitors. The large plasma screens are real eye catchers”. →



“Netpresenter increases ‘yellow blood’ feeling”

The funny thing is that we can't imagine not having Netpresenter anymore, even though we have only been using it for six months. Everybody is used to reading the latest news first thing in the morning. We have also noticed that intranet is being used more often. But the biggest plus is probably the increase in company pride. Employees successes are broadcast as news item the very next day for the entire company to see. So really Netpresenter increases our 'yellow blood' feeling”.

De Telefoongids

De Gouden Gids (Yellow Pages) has been published in the Netherlands since 1964. All the activities of the Telephone Directory and the Yellow Pages are aimed at providing relevant new leads for a large number of companies.

www.detelefoongids.nl

Challenge

Communicating changes and current news to employees. Increasing company involvement and strengthening the 'yellow blood' feeling.

Solution

Interactive screensavers on every PC in all of the offices (separate channels per office) plus TV screens relaying information to visitors.

Benefits

Improved internal communication. Besides that Netpresenter has improved the usage of the intranet.



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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 and UK. Its 1 million users can be found, among others, at Nokia, Sony, Jaguar and GE.