

“Best method of effective internal communications”

Eastman Chemical has been using Netpresenter since 2001.

“The broken record technique’ is, I believe, the best method of effective communications and certainly for effective internal communications. The nice thing about Netpresenter is that for the first time, it enables me to use that technique effectively,” according to Corinne van Iersel, Manager Communications & Public Affairs at Eastman for Europe, Middle East & Africa.

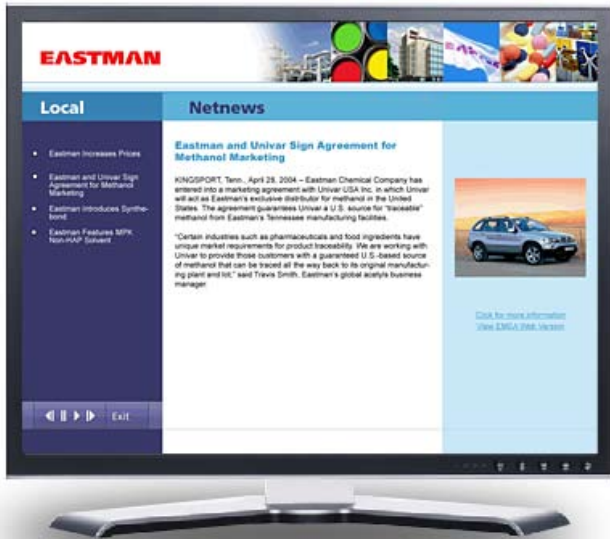
technology, employees don’t have to do anything, news is pushed directly to them.

“The best method of getting information across is to repeat the message. When a computer is not being used for a few minutes, the screensaver starts, and voila, our messages are displayed again. The power of repetition, in other words ‘The broken record technique,’” she adds.

“Push instead of pull”

“Netpresenter is a news medium which can be connected to the intranet and utilises push technology to bring our news to every screen. Instead of employees using screensavers for personal pictures, our company news appears. Instantly after we enter our messages via a simple web form, company news highlights appear on every computer screen. If an employee wants to learn more, he simply clicks on a message to display the full article on the intranet or internet,” says Van Iersel.

“Netpresenter can also be used to pop-up messages at any given moment such as when booting the machine, or continually via screensaver. And it is very user friendly. It’s a big plus that you can use templates in the message server program. Messages are automatically formatted by the software, no need to learn complicated things. You can simply set when and for how long a message should appear,” she continues. “It’s very easy.”



“The power of repetition”

“Everyone is flooded with information and messages. They are so overwhelmed, they simply stop reading. One can thus send an email to employees, but it is questionable if it is being read at all, and if so, if it was read on time. The result is that you have to find other ways of getting the attention of employees,” Van Iersel explains. “For us, the solution was using Netpresenter. With Netpresenter, messages that require the attention of employees are now displayed via screensaver. Using polite push instead of pull

“An essential internal communication medium”

“Eastman has 15,000 employees in 30 countries, of which 2,300 are in Europe. With Netpresenter, everyone in Europe now receives important corporate news. Local news is also presented such as the menu of the company restaurant or a visit of the local mayor. Our local news is country-specific. People are interested in what impacts them. That’s why we distribute both local and Europe-wide news,” states Van Iersel.

“But most importantly might be that it was time for a new way communicating. People don’t read their email anymore, because they receive too much of it. Recently a manager made a presentation. Rightfully assuming his presentation was interesting for a number of employees, he emailed the heavy file to everyone. Unfortunate, as he’d better have used Netpresenter. Sufficient, fast, efficient and no network overload,” she concludes.

Eastman

Eastman manufactures and markets chemicals, fibers and plastics worldwide. We provide key differentiated coatings, adhesives and specialty plastics products; is a major supplier of cellulose acetate fibers; and produce PET polymers for packaging. As a Responsible Care® company, Eastman is committed to achieving the highest standards of health, safety, environmental and security performance. Founded in 1920 and headquartered in Kingsport, Tenn., Eastman is a FORTUNE 500 company with 2007 sales of \$6.8 billion and approximately 10,500 employees.

www.eastman.com

Sector

Chemical industry

Challenge

Employees are flooded with information and messages. Eastman therefore struggled to catch the attention of the employees with internal news.

Solution

Pushing out internal news via all available PC monitors as an interactive screensaver. Because of constant repetition of the message, news is seen and remembered. News is mainly automatically imported from Eastman’s intranet.

Benefits

All employees now automatically see the internal news as there are always a few machines in screensaver mode. Eastman finds Netpresenter the best method for effective (internal) communication.

