



### “Today the organization could not work without it!”

The Municipality of Breda, the Netherlands, implemented Netpresenter software in the autumn of 2004. After a successful one-month pilot project, the software was installed on all 2,000 computers used by the staff at the local government offices.

“There has been a vast improvement in the internal communication!” says Michéle Klaverdijk, Communications Manager at the Municipality of Breda and responsible for the communication leading up to and during the introduction of Netpresenter. “Our internal communication has been more fluent and more efficient since we started using the Netpresenter screensaver. Today the organization could not work without it!”

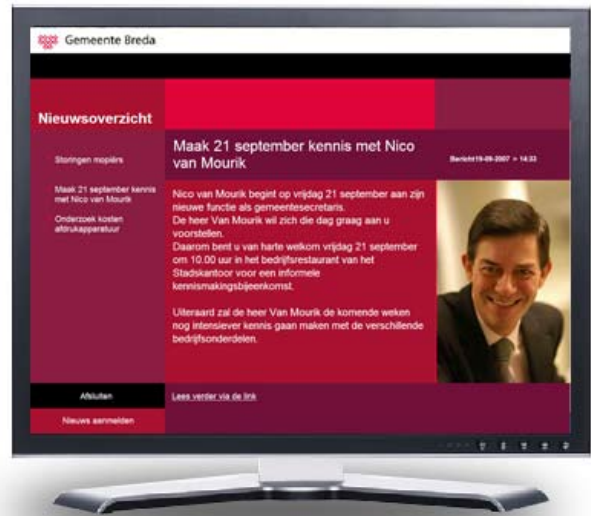
### Informing 2,000 staff members at the same time

“Before we started working with Netpresenter, it was always difficult to spread news rapidly and accurately. How to reach all, and how to prevent rumors? Think of the nomination of mayor for example. In the past when we wanted to notify the staff of such important news, we sent out letters. You don’t want staff to have to read the news in the newspaper. With Netpresenter, we can simply place an announcement on the screensaver, which everyone takes a look at. So when our clerk decided to hand over her duties recently, we could inform everyone immediately. This is important news within a municipality and it’s essential that everyone gets to hear the same version of this news, fast. All we have to do is post one message, to inform everyone in our staff. That is a pleasant way to work,” emphasizes Klaverdijk.

The majority of the staff is extremely enthusiastic about the screensaver. “Naturally, at first people had to get used to it. There was from parts of the staff the feeling of dislike, but the system has in the meantime proven itself.” Klaverdijk says.

### “Increased interest in projects run by other departments”

The central communication department is responsible for the items published on the screensaver. Articles are easy to read and have catchy headlines. Most articles contain a link to the intranet or to an external website. Members of staff who wish to announce something in the newsletter can let the team know via a special e-mail address mentioned on the screensaver. “People send us news on a regular basis, which shows that they really see the benefits of the system,” Klaverdijk explains.



Netpresenter Breda

“The staff is now better informed - not only about the matters that the Municipal Executive is dealing with, but also on general town news. The enthusiasm of the staff is clearly evident seeing as they have an increasing interest in projects run by other departments. We have always organized regular meetings to update the staff on major projects we were working on. In the past these meetings weren’t always attended by a lot of people, but they are noticeably more successful since they have been announced via Netpresenter,” says Klaverdijk.

## “Intranet used more and more effectively”

Breda is very pleased with Netpresenter; it is a good addition to their communication resources, used to inform their staff of interesting news in a fast and easy way. The fact that the executive board council deliberately chose for Netpresenter and this medium also gets used to convey their own news, is according to the team part of the success the screensaver has.

New articles can be placed on the screensaver at any time. Every day there are approximately six news items on the screensaver with a link to additional information on the intranet. “We have also noticed that people are making more effective use of the intranet since we introduced Netpresenter. Another benefit is that when you use e-mail, you are more likely to bother people. The screensaver doesn’t disturb the staff during their work. A very big advantage of course is that everyone is able to select the information that they are interested in.” concludes Klaverdijk.

### **The Municipality of Breda, the Netherlands**

Breda is one of the 10 biggest municipalities of the Netherlands.

[www.breda.nl](http://www.breda.nl)

#### **Sector**

Government

#### **Challenge**

More effective and fluent communication with staff.

#### **Solution**

Inform the employees via an interactive screensaver on all 2,000 PC monitors on developments in the municipality. By providing a link to an intranet or internet page with additional information in each news item, intranet traffic is stimulated.

#### **Benefits**

Employees are informed fast on important news, they all see the same message, and the risk staff reads news in the newspaper first is minimized. Employees are more informed. The intranet is used more often and more effectively.



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