

80 % of the employees feels more informed

The College of Utrecht, HU, solves their internal communication problems with aid of Netpresenter. Since September 2004 all 400 employees and 5,000 students of the faculty Economy & Management are updated of the college's most significant news, thanks to this communication software suite.

"The internal communication with our employees and students has certainly improved. That was the primary reason to install Netpresenter on all student and employee computers. "With success!" says Ed van Rijswijk, head of Marketing and Communications, faculty of Economics and Management, at the college of Utrecht.

Practical and up to date

The faculty uses two different channels: one for the employees and one for the students. In case of an emergency the alert-option can be used on both channels. The alert-option is a message that pops up on all computer screens in case of a crisis. Naturally this is a feature the college hopes it never has to use. The messages on the Netpresenter screensaver mostly contain internal news and information, often with a link to the full article on the intranet. It can for example contain an article on a visit for Balkenende or information on a change in the front desk opening hours. The student channel primarily contains information on exam results and absent teachers, but can also contain information on a debate with a secretary of state.

"We are very satisfied with Netpresenter," says Van Rijswijk. "Before, employees were sometimes displeased with the internal communication. Not everybody was aware of certain matters and sometimes it was not clear where they could find specific information. When using e-mail you can never be sure that people actually read these.

This was the primary reason for implementing Netpresenter."



College of Utrecht Screensaver

"98% could name articles and 88% reads Netpresenter twice a day!"

After 3 months, the faculty performed user research to see if Netpresenter improved the effectiveness of their internal communications.

"I honestly have to say that I was very glad with the results. We were surprised to see that our staff used Netpresenter intensively, even after this short period of time. In addition 80% of the employees said they felt more informed. And that is what we were going for!"

98% of the employees could name an article and 90% was pleased about the content and readability of the articles.

"These are very positive results. You really feel that communication has improved. Of course we can always do better. 66% of the employees said they didn't know that news was also published on the intranet. So there is room for improvement. But I have to say that I am delighted about the results so far."

College of Utrecht

The College of Utrecht offers courses, training and masterdegrees for everyone who is willing to study. It offers over 80 college-educations including courses in the field of IT, education, law and business management.

www.hu.nl

Sector

Education

Challenge

Improving the internal communication with employees and students.

Solution

An interactive screensaver with two different channels for students and employees.

Benefits

Everyone is informed about news updates and practical information. The internal communication has improved. After 3 months 80% of the employees stated to feel more informed. 88% of the employees said to read the news on Netpresenter two times a day average.

Headquarters

Adsteeg 10
NL-6191 PX Beek-LB
The Netherlands
Tel. +31(0)46 4370886
Fax. +31(0)46 4360188

Netpresenter USA

410 Park Avenue
15th Floor, Suite 1530
New York NY 10022
Phone +1 212 710 5908
Fax +1 212 710 5914

www.netpresenter.com - info@netpresenter.com

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