

Internal communications in the fast lane

When it came to converting its Halewood factory in 2000 for the production of the X-TYPE, Jaguar Cars decided to install a communications system for employees that could be used as effortlessly on the production lines as in the company's offices.

The criteria was simple – Jaguar was looking for a tool that would enable employees to get the latest company news, quickly and easy and which could be integrated easily with existing communications mechanisms such as newsletters and management briefings.

“Netpresenter really selected itself for Jaguar”

As David Crisp, Manager, Employee Communications & Brand Pride at Jaguar says: “We liked the idea of being able to create screensavers that would communicate news in an easy-to-read and graphically attractive format on PCs in the production line rest areas as well as on individual's desks.”

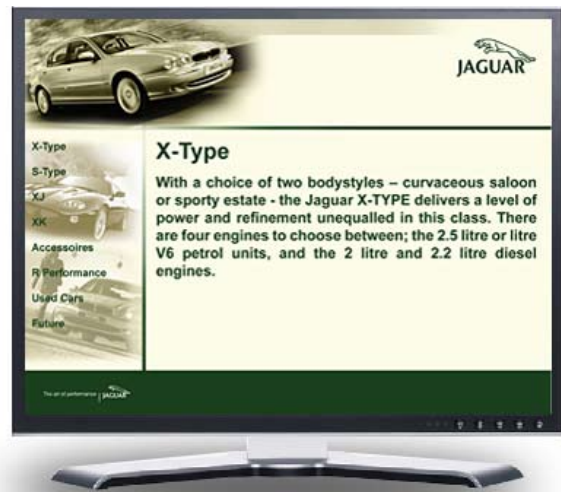
Today, Netpresenter is used across two sites – Halewood and the new Corporate Headquarters in Gaydon – as a means of keeping those employees up-to-date with what's happening in the company.

“Staff feels more a part of the company”

“Jaguar employees take a huge amount of pride in the brand and the cars that they produce,” says Crisp. “Using Netpresenter, we cannot only tell our employees about the introduction of new models, but also what journalists and customers think of our cars. For example through the latest reviews. They also know about our marketing and sales strategies so they feel much more a part of the company.”

Most important to Crisp is what employees think. Jaguar continually seeks feedback from its employees as to how the content on Netpresenter can be improved. Crisp says he's delighted with

the response. One described Netpresenter as “an incredibly positive and informative tool.” Another said: “The photographs, videos and press clippings really do inspire me - no matter how frustrating some days may be!” Or that it is “A great initiative and a really effective method to get information to us all.”



Netpresenter on tv and screens at Jaguar

“Central role in communication with Land Rover”

Today, Jaguar is going through a further period of change with its closer cooperation with Land Rover, also owned by Ford Motor Company. The Halewood plant is also going through another transformation, enabling it to produce the new Freelander range. David Crisp expects Netpresenter to play a central role in the communications, as the two companies build on the success they've both achieved in their long and distinguished histories.



Jaguar

Jaguar Cars is a car manufacturer from the United Kingdom which is occupied with the production of luxury cars. The Ford Motor Company adopted Jaguar Cars in december 1990.

www.jaguar.com

Sector

Automotive branch

Challenge

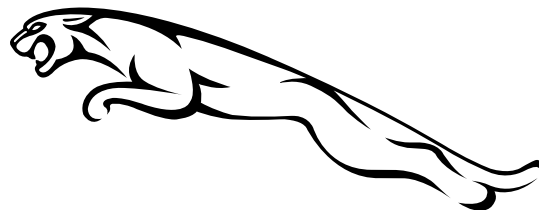
Jaguar was looking for a system that was fitted for the internal communication as well for the employees in the production hall as on the office floor.

Solution

Netpresenter as an informative communication system.

Benefits

Netpresenter ensures that employees are better informed of the policy of the marketing and sales department, and as a consequence of this, they feel more involved. Their company pride is being reinforced.



JAGUAR