

“An immediate success and party saver”

Independent merchant bank NIB Capital uses Netpresenter since January 2004. “The user stories on the website made me curious and enthusiastic. We are a screen oriented company. Every employer has a pc, even staff in the mailroom. So it makes sense to use these screens for other means,” explains Henk van de Meent from the Corporate Communications department, where he is responsible for all digital communication. “We now have a completely new communication method, adding to those we already had. It was an immediate success within the organization, and it’s very actively used.

NIB Capital uses Netpresenter’s interactive screensaver functionality in all offices worldwide. In addition to that it runs another presentation on two TV screens in its Dutch head offices.

“The messages on the TV screens are more generic, but the screensaver really contributes to internal communication” states Van de Meent. “We publish weekly news headlines. On average about ten messages are included. These start with a nice teaser, and usually contain a picture that stimulates the employees to click on and read the full message.”



Interactive screensaver at NIBCcapital

“News is better read”

“The presentation covers news from the organization, such as business transactions, board presentations and information about training and outings. Everybody receives the newsletter by e-mail but you’re never sure that it gets read. Via the screensaver everyone is reminded about the most important news messages. We clearly see that the news is better read both serious and fun items. Because we think it’s important that employees in other countries keep in touch with us, synchronization takes place via our Wide Area Network,” says Van de Meent.

“The design agency responsible for our corporate style has made a few master slides that we can use as a template. We use a picture on each slide, because this way it gets maximum attention. For instance we send out a ‘clear desk’ message at lunch time and at the end of the day. This message reminds employees to lock their desks. As a joke there is a picture with the message including a few things that we found on several desks, from a passport to several hundreds of dollars,” he adds.

“Netpresenter saved our corporate party”

A good example of how well Netpresenter works is our Mauritshuis Museum program for employees. Van de Meent: “Because we are a sponsor of the Mauritshuis, we receive free tickets for our employees. We send a message about this out via e-mail, and after three months only three tickets had been ordered. Now we publish a message on Netpresenter: a nice slide with a bit of humor. This way, all the tickets are gone in no time,” states Van de Meent.

He concludes: "Netpresenter also saved our corporate party. We planned to have a party on the beach. All the invitations were sent out weeks in advance. Unfortunately, due to the weather forecast we had to change the location at the last minute. Thanks to an emergency pop-up on Netpresenter all employees were well informed and nobody went to the wrong venue. The party was a great success!"

NIBCapital

NIB Capital is an independent Merchant Bank with a worldwide distribution network. In The Netherlands, the organization has 550 employees with 150 more in London, Brussels, Singapore and Willemstad.

www.nibcapital.com

Sector

Finance

Challenge

Inform employees worldwide timely of internal news and news from the sector

Solution

Netpresenter used as interactive screensaver published on all staff's PC monitors worldwide, as well as a presentation published on two TV-screens at the bank's Dutch head offices.

Benefits

Internal news is better read. Corporate party was saved because everyone was informed quickly and effectively of the last minute change of venue.



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