

Effectively informing both office and factory workers

Swissmetal, a worldwide supplier of high-quality specialty products made from copper and copper alloys, implemented Netpresenter digital signage software to streamline its internal communications in 2006. During the trial period, the company faced growing unrest among employees due to organizational changes. The new system proved a big help providing employees with timely, detailed information, taking away a lot of uncertainty among staff and preventing further brewing of the unrest. Even the factory workers, traditionally a hard group to reach, agreed that they were effectively informed with the new solution.

“In Netpresenter we saw a chance to innovate”

In 2006, Swissmetal identified a growing demand for information within the organization. An issue that could not be addressed adequately with newsletters, messages on message boards and email, especially as the greater proportion of the employees work in the factories and have no access to email or the corporate network. Swissmetal therefore looked for an alternative solution that was easy to implement and use and did not require elaborate investments. “We came across Netpresenter; a solution that offered us an excellent chance to innovate in the area of internal communication,” states Lucie Lusa, Corporate Communications & Marketing Manager at Swissmetal.

“Netpresenter has helped settle the unrest among staff”

Swissmetal decided to intensively test the software for six months in one factory first, before proceeding with roll out to all locations. “At that time, significant organizational changes were being planned for our factory in the Swiss village of Reconvilier. It was of the utmost importance that we could ensure that all our employees were continuously and accurately informed during this process. That is why we



selected Reconvilier as trial location,” continues Lusa. “Organizational changes always cause unrest among personnel and with reason, because it after all is their job! It is therefore very important to continue to communicate proactively with your employees. Rumours spread very fast, but with Netpresenter we were able to explain to our employees what was really happening. The excellent way of providing information through Netpresenter has certainly helped settle unease & unrest amongst staff.”

“All employees are addressed in their own language”

After the successful trial period in Reconvilier, the Netpresenter software was rolled out to the other Swissmetal locations in Dornach (D) and Lüdenscheid (CH). “Having locations on both sides of the Swiss-German border, we wanted to address all employees in their own language. Therefore, all information is put on Netpresenter both in French and German. In the Reconvilier plant, information is only published in French and in Lüdenscheid only in German, while in Dornach we always have two screens next to each other: one with the information in French, on the other it is published in German,” says Lusa.

The larger proportion of Swissmetal employees work in one of our factories. Factory workers are traditionally a hard to reach group. Lusa:

"Netpresenter enables us to communicate effectively with our factory workers, through screens near soda vending machines, in canteens, etc. The information on the screens in the factory halls is exactly the same as on screens in other locations. By publishing all news on all screens, both in the offices and in the factories, we hope to demonstrate that we value all employees equally."

"Netpresenter has maximized the effect of other internal communication tools"

"In the past, we often used internal emails to communicate with staff, resulting in overflowing mail boxes. Many emails were overlooked. Because we now only use email for 'management only' messages, we can be fairly certain these mails are read. So Netpresenter not only optimized the communication of general news within the company, but also maximized the effect of other internal communication tools, such as internal email. Furthermore, the amount of print work has been minimized since we implemented Netpresenter, which has resulted in significant cost savings," continues Lusa.

"With Netpresenter, we can always reach all employees immediately"

An additional advantage was that the solution required only limited investments as the screens used were already available. "But the biggest advantage is that we can now reach all our staff immediately, whether they work in one of the offices or in the factory halls. The roll out to all PCs as updateable screensavers, is planned to take place together with another roll out later this year. This will maximize the effect of the solution further, especially in the office environment. And all without the need for any large-scale investments," concludes Lusa.

Swissmetal

Swissmetal is global technology leader in high-quality specialty products made from copper and copper alloys, which are mainly used in the electronics, telecommunications, aviation, automotive, stationary and watch industries. Swissmetal is listed on the SWX Swiss Exchange. With development and production sites in Reconvilier (CH), Dornach (CH), Lüdenscheid (D), and a global sales network, the company delivers mainly to customers in Europe, North America and Asia.

www.swissmetal.com

Sector

Metal industry

Challenge

To effectively communicate with both factory and office workers.

Solution

Messages in both German and French published on large screens in both offices and factories. Roll out to all PCs is planned for later this year.

Advantages

All employees can be informed immediately and effectively. This has proven its worth during a period of unrest and strikes at the factory in Reconvilier.



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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. It's 1 million users can be found, among others, at Nokia, Sony, Jaguar and GE.