



CASE STUDY

“Effective communication at last”

When it comes to communicating with over 1,000 employees in 10 locations across the United States of America, Volkswagen Credit has turned to Netpresenter.

“Launch communication noticed and read”

The first half of 2005 was a busy time for Volkswagen of America with launches of new Passat, Jetta and Audi models. In the 90 day run up to the launch of each new model, Volkswagen Credit used Netpresenter to provide employees with the important information they need to know including:

- Pictures of the new models
- Dates when each goes on sale
- Programmes and incentives for employees and dealers

According to Bill Wheeler, Network Systems Engineer, there was no single means of communicating with staff before Netpresenter was adopted. The company did use email but the IT team found that many were being deleted before being read. For those who did read them, the feedback was that there was too much text and it was difficult to take in all the content.

“Quickly turn existing content into screensaver messages”

All content is developed by Volkswagen Credit’s own IT Communications team with input from marketing and HR departments as well as, in the case of new models, directly from Volkswagen of America. “With Netpresenter’s easy-to-use and intuitive interface, it’s a quick process to take the content and turn it into screensavers that can be replicated to every single desktop. Unlike emails full of text, we’re able to liven up the screens through the use of graphics

and pictures. When you’re talking about new cars, pictures are very important,” explains Wheeler.

Once the content goes live, it can be on every employee’s screensaver within minutes and, as Wheeler says: “From a network management perspective, it doesn’t bring the network to a standstill. As a network guy, the way that Netpresenter handles updates is great. There is a far lower utilisation of bandwidth.”



Netpresenter Screensaver at Volkswagen Credit

“A very helpful tool”

At the moment, Volkswagen Credit use Netpresenter as a standalone communications tool. However, he is already planning to extend its use to link in with an intranet. He has also deployed a survey tool and intends to ask employees what they would like to see on their screens in future. “Netpresenter has been a very helpful tool when communicating to Volkswagen Credit’s employees,” Wheeler concludes.

VW Credit

VW Credit is the finance arm of Volkswagen of America, providing leasing, financing and credit protection services to purchasers of Volkswagen cars in the United States..

www.vw.com

Sector

Automotive

Challenge

Ensure staff in 10 locations notice and read important internal (launch) information

Solution

An interactive screensaver adopted as single means of internal communication

Benefits

Staff notices and reads all information. Content creation quick and easy. Messages can contain pictures which is critical in new car model launches. Low bandwidth utilisation.

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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.