

Reaching everyone, everywhere!

“Reaching everyone, everywhere - this was the most important reason for rolling out Netpresenter in 2003. For the first time, we are able to keep the 1,500 employees at our location in Leper up-to-date with the latest company news and events via large flat screens across our factory floors,” says Helena Verhamme, Internal Communication Specialist at weaving machine specialist Picanol Group. “As importantly, we are now able to communicate to them quickly – for example, if there is an unexpected visit to or an important guest in the factory.”

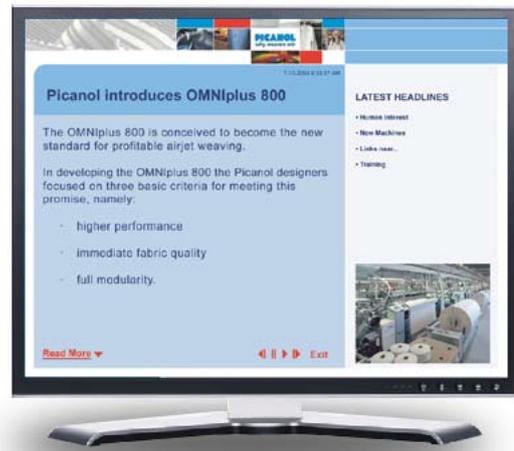
“We were looking for a better way of communicating rapidly and effectively with all our employees in both the office and in the factory. Netpresenter gives us that capability, running on all the company’s PCs and on the 19 flat screens we installed specifically on the factory floor. Each department has its own screen with others in communal areas such as the entrances to the cafeterias and bathrooms. In addition, every department leader runs it on his or her own PC.”

“Rapid communication”

“Our experience is that, when there is an important, new message on the screens, employees will have read it within two hours. That’s extremely fast,” says Verhamme. “Whilst personally telling individuals is much faster and can be done in under half an hour, we only do that when the news can’t wait. For the vast majority of our communications, that’s not necessary.”

“Netpresenter allows us to keep our communications up-to-date and topical. It’s supported by printed newsletters, distributed by our team leaders, which contain more background information on some of the topics that have appeared on Netpresenter. We also publish a company magazine but since the introduction of Netpresenter, we’ve moved from a monthly to a bi-monthly issue. It now also contains

more background and human-interest stories,” adds Verhamme.



Netpresenter Screensaver at Picanol

“Everyone sees it”

“The big advantage of Netpresenter is that you can be sure everyone sees it. You always pass one or more screens in the factory,” according to Verhamme.

“The reaction of our employees is extremely positive. Those employees in the factory that don’t have access to email have become noticeably more enthusiastic. They feel more involved with each other and with the company. We have also seen more staff taking the initiative and sending in messages for publication on the screensaver. Netpresenter is making a significant contribution to our internal communications,” she explains.

She continues: "We use Netpresenter to share information. For example, new employees are introduced via the system. We broadcast the weekend weather forecast on Friday. When there's an accident, details are published on Netpresenter. At the start, we were reluctant to do this but our employees asked us to. Luckily, it doesn't happen that often!"

"The messages vary per day, depending on what's happening in the company. Recently, we were visited by a delegation from China which was welcomed by the Netpresenter screens. The visitors were pleasantly surprised and appreciated the gesture as it made them feel important to us," concludes Verhamme. "Just as it makes our employees feel important –keeping them up-to-date demonstrates that we value and recognise their contribution."



Picanol Group

Picanol Group develops and produces technically high-quality weave machines. For more than half a century, the group has been a worldwide pioneer in developing and producing weaving machines. Today, they employ over 2,300 people worldwide. In Leper, Belgium, there are 300 office-based and 1,200 factory-based employees.

www.picanolgroup.com

Sector

Textile industry, weaving machines

Challenge

Looking for a better way of communicating rapidly and effectively with all employees in both offices and factory

Solution

Netpresenter used to publish internal news on nineteen large flat screens across Picanol's factory floors and as an interactive screensaver on all company's PCs.

Benefits

All 1,500 staff in the Leper (Belgium) location, in the offices and in the factory, now kept up-to-date on the latest company news and events. Picanol is also able to reach everyone quickly when necessary.