

Digital Signage Screensavers

Network screensavers are an effective way to communicate visually with your employees and to raise awareness of items that might be buried in other communication channels

SnapComms digital signage screensavers:

- let you take advantage of equipment you already have – your staff's desktops – to display digital signage throughout your organization;
- let you reach the employees you want to reach, using targeted distribution lists, without disturbing others who don't need the information;
- deliver visual content in a range of ways. These include simple text and images and PowerPoint slides though to interactive ways like audio-visual (e.g. video) and links to further information (e.g. your company intranet);
- let you schedule information in advance to appear on screens when you want it to;
- have reporting tools to help you understand employee exposure to and interaction with screensaver messages;

Examples of information you can deliver using SnapComms digital signage screensavers

- Company vision and goals
- Company values
- Staff offers (e.g. health and wellbeing)
- Staff events (e.g. Christmas party)
- Staff training programs
- Reminders about upcoming deadlines (e.g. when performance plans are due)
- Countdowns to and updates on product launches
- Advice about new policies and resources (e.g. new information on your intranet)



Case studies

These are examples where organizations have used SnapComms' network screensavers as a practical, effective way to communicate with employees.

Hospital with multiple locations

- Used digital signage screensavers in a targeted campaign to remind staff to wash their hands regularly. Hand-hygiene scores increased by 54% as a result.

Large polytechnic

- Use digital signage screensavers widely to build employee engagement, internal brand and culture. Examples include:
- promoting staff offers (e.g. flu vaccinations, physiotherapy)
- promoting staff events (e.g. Christmas parties)
- promoting staff training programs
- launching a new HR system (and offering training)
- promoting other communication channels (e.g. the intranet).
- Use screensavers to encourage communication between staff and students (e.g. provide information for staff to give students; advise staff 'what our students are saying')

"Network screensaver messages have really helped to build our internal brand and culture and act as mini-billboards promoting things of benefit and interest to staff."

Annabel Barbosa, Director Communications,

Wintec



Global Telecommunications provider

- Use screensaver images and animation as live billboards to:
- display brand messages
- promote business goals
- promote staff events
- elicit staff feedback and ideas
- drive knowledge about products and competitors, using a click-through to more information on the intranet
- involve employees (e.g. ask them to preview new advertising campaigns)

Large provider of travel solutions and services

- Use Digital Signage Screensavers actively to encourage employees to support campaigns, before and during a launch
- Content presented in the network screensavers include count-down clocks, images, text, flash animation and video
- Embedded hyperlinks let staff reply to messages and follow links to more information on the intranet and network of files



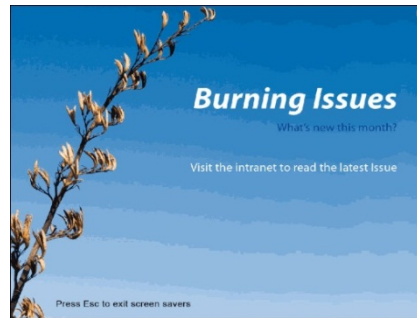
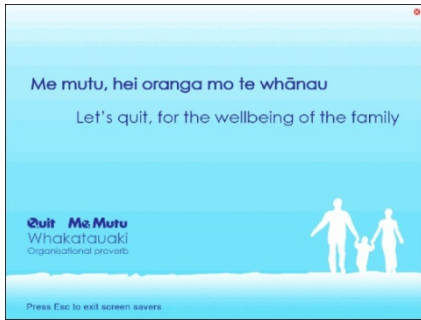
Charitable Trust

- Use network screensaver messages as dynamic billboards for both strategic purposes (e.g. promoting organisational values) and operational purposes (e.g. general business notices and reminders)
- Business units find screensavers easy to use in place of emails to notify employees about issues and events
- Internal research shows that the screensaver messages 'cut through' with 100% of staff recalling new screensavers

"I was surprised how quickly and easily a screensaver could be set up and sent out."

Penny St John, Communications Manager,

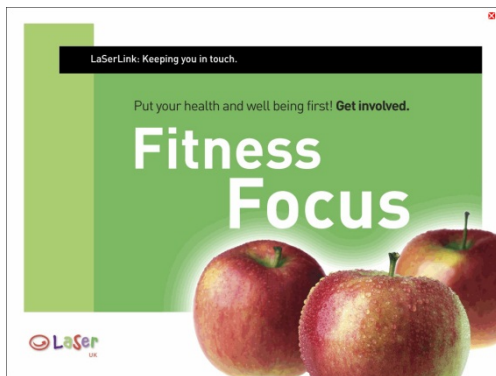
QUIT



Financial Services Contact Center

Use network screensavers to build engagement with contact center staff. Examples include promoting:

- Fitness Focus Week (using screensaver teasers backed up with fitness tips delivered as scrolling news feeds)
- rewards and recognition programs
- staff events like the Christmas party, quiz nights and Halloween
- Value network screensavers as a useful way to make employees aware in an unobtrusive way. Contact Center staff can review messages in 'downtime'.



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