



Scrolling Desktop News Feeds Help LaserFast Spice up Employee Communications

LaserFast have been able to spice up employee communications and improve message cut-through and understanding using scrolling desktop newsfeeds for employee communications.

Victoria, Australia and Auckland, New Zealand ([PRWEB](#)) June 15, 2010 -- [SnapComms](#) announced today that [LaserFast](#) has signed a contract to use the SnapComms [innovative internal communications channels](#) to ensure message cut-through to its employees.

LaserFast is Australasia's largest provider of repair services for laser printers, faxes, multifunction devices and copiers. With an extremely busy work environment, LaserFast were finding that typical employee communication channels, such as internal email notifications, were often not being read by staff as they were leaving them to read at a time when they were not so busy.

“In many cases the ‘quiet time’ did not eventuate which resulted in the email communication being forgotten about or left for so long that it had lost relevance when finally read.” States Brett Howard, Marketing & Communications Manager, LaserFast

As a result, LaserFast were looking for an innovative internal communication tool that would deliver instant information to employees and found SnapComms' Scrolling desktop news feed met their requirements.

“We wanted a communications tool that would deliver internal communications in a way that was easy for our employees to read and absorb and could be integrated into their working day without distracting them from the task they were working on” continues Howard.

The SnapComms [scrolling news feed tool](#) has helped LaserFast overcome internal email apathy by delivering targeted information updates onto the screens of employees. It allows LaserFast to target updates to specific staff or groups of staff and push them out onto the appropriate computer screens.

“We use the scrolling newsfeed tool to push information to our staff across Australia. We use it for both important company information and socially. We can target specific groups of employees and send tailored messages to them. For example, we can advise our sales staff of a pricing change quickly”.

Unlike other newsfeed solutions, the SnapComms' scrolling news feed tool does not require RSS to operate. LaserFast can write newsfeed headlines and direct employees to further information via message boxes or hyperlinks. Message recurrence can be set up based on the acknowledgement or behavior of the targeted employee. Or for important messages, the newsfeed can scroll continuously until clicked on.

LaserFast have found scrolling desktop newsfeeds to be a novel yet effective internal communication tool that staff actually enjoy using. This is in stark contrast to the ‘yet another email’ mindset that preceded its use.

Brett Howard states “We have already seen a much greater understanding and subsequent adoption of particular



company/strategic notifications or policy changes”.

When asked why LaserFast chose to use scrolling news feeds for employee communications, Howard explained “It’s a fresh and interesting communication tool and very easy to use. It’s well priced and importantly, it adds a touch of fun to the (sometimes) boring yet necessary company notifications.”

The SnapComms internal communications solution is a suite of interactive employee communications tools that push messages directly onto employee computer screens. In addition to scrolling news feeds, channels include; [interactive screensaver messaging](#), [desktop alerts](#), user generated [staff magazines](#) and [pop up staff surveys](#) and [staff quizzes](#).

SnapComms has offices in Auckland, New Zealand and Goleta, California. Its global customer base covers; Australasia, UK, USA, Canada, South Africa, Middle East, South America and Asia.

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