

CASE STUDY



ORGANIZATION:

NewPage Corporation,
<http://www.newpagecorp.com/>

NewPage Corporation is a most knowledgeable paper manufacturers in North America.

INDUSTRY:

Papermaking

CHALLENGE:

NewPage corporation didn't have any working communications solution before the DeskAlerts. To broadcast some notification over a company, they were sending tons of emails, taking the time of HR department.

SOLUTION:

Now in case of the system issue, there is no need to make several calls to HR department, DeskAlerts notification system is working much faster and provides reliable channel of communications.

BENEFITS:

With DeskAlerts, NewPage doesn't need to rely on technical (pagers) and human resources when delivering critical information to employees. DeskAlerts provides NewPage with more efficient and secure communications than ever.

NewPage Corporation was looking for a way to improve their current communications strategy. They tried other programs but they were not successful.

"The reason we've chosen DeskAlerts? We were able to try it temporarily and it worked great for our needs."

Greg Hotchkiss

Before DeskAlerts, communications in NewPage Corporation were organized in a complicated way. Simple broadcasting of the message was involving several people from HR department sending an emails to target employees.

"We usually had to send messages to our HR people and they would sent out an e-mail to all employees. For safety alerts we used pagers. Since we purchased DeskAlerts we have cut way back on pagers."

Greg Hotchkiss

Deployment of DeskAlerts system over the existing infrastructure has helped NewPage to reduce communications costs, while making internal company messaging more reliable and effective than before.



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