

CASE STUDY

INTERNAL
COMMUNICATIONS



LEADING FINANCIAL SERVICES FIRM REACHES WORKFORCE THROUGH DYNAMIC SIGNAL

The world's leading global financial services firm, serving more than 65 million consumers and four million small businesses, was facing major internal communication challenges. While it leads the way in financial technology, the company struggled to communicate with its global workforce. It needed to find a way to engage and inform all the employees – from the tellers at their branch locations to their corporate executives – across the globe.

LACK OF CONNECTION WITH GLOBAL EMPLOYEES

Because they lacked a consolidated communication platform, there was a profound disconnect between corporate and branch workers in regards to their knowledge of company news. It was also increasingly difficult to distribute news in a timely, relevant manner in times of crisis or urgency. The company primarily relied on the intranet, email, and break room posters. They all proved to be ineffective at informing and engaging employees.

Key Communication Challenges

- No consolidated communication platform
- Disconnect between corporate and branch workers
- Difficult to distribute urgent news in a timely, relevant manner
- Intranet, email, and break room posters ineffective at informing employees
- Inability for executives to effectively communicate directly with the workforce

A photograph of a man with a beard, wearing a light blue button-down shirt, looking down at a smartphone he is holding in his hands. The image is partially obscured by a large, semi-transparent white geometric shape that resembles a house roof or a stylized 'A' shape, which is positioned over the top half of the image. The background is a blurred office setting.

43%

percent of employees now work remotely.

(Gallup)

CREATING PERSONALIZED CONTENT TO CONNECT AND ALIGN EMPLOYEES

Once the company implemented the Dynamic Signal Platform, all employees finally had access to important company information, whether they are corporate or field workers. The company was able to streamline top-down communication from department leads and executives and deliver it to the mobile devices of all employees, wherever they are. The company was also able to provide unique access and dashboards for each business unit. This allows program managers to properly monitor employees and content, and measure results.

The Dynamic Signal Solution

- Streamlined platform that all employees can access
- Clear communication strategy from the executive team
- Ability to reach all employees, wherever they are
- Seamless distribution of video content
- Unique access/dashboard for each business unit

74%

of employees feel that they're missing out company information and news.

(Mindshare)

MODERNIZE YOUR COMMUNICATION STRATEGY

Are outdated systems constraining your ability to communicate with your global employees? Learn more about how the Dynamic Signal Employee Communication and Engagement Platform solves that challenge. Request a demo and our team will show you how the platform supports a strong internal communication strategy. Let's get started today.