


CASE STUDY

INTERNAL
COMMUNICATIONS



BIOPHARMACEUTICAL COMPANY CONNECTS WITH EMPLOYEES THROUGH MOBILE

This research-driven biopharmaceutical company discovers, develops and markets biopharmaceuticals and small-molecule drugs. It has more than 37,000 employees and provides products to people in more than 170 countries.

With thousands of employees around the world, including scientists and manufacturing specialists in laboratories and employees in warehouses, the company needed a better way to engage its dispersed workforce. Many of these employees had no access to corporate email and rarely, if ever, sat at a desk. So it was critical that the company implement a communication platform designed for mobile devices – delivering relevant, timely information to the right employee at the right time.

STRUGGLING WITH OUTDATED COMMUNICATION CHANNELS

The company wanted a mobile-optimized platform that could reach every employee. But the internal communication team lacked an easy way to deliver messages, news and internal documents directly to workers on their smartphones. Legacy systems simply weren't designed for the mobile experience.

The company needed to update its communication strategy in other ways as well. For instance, communicators didn't have the capability to segment employees based on location and department, so it could deliver relevant content for each group in a micro-targeted fashion. The company's executive team wanted to reach employees with engaging internal videos, and yet it had no way to record and deliver them easily. Finally, the company wanted to give new employees the ability to register and complete the onboarding program solely from the mobile experience.

Simply put, the company was thwarted by existing tools that weren't up to the modern communication standards that employees have come to expect.

Problems To Solve:

- No way of reaching employees on their mobile device
- Unable to segment employees and deliver relevant content
- Difficult process to deliver messages with internal documents
- Couldn't easily record/deliver engaging videos
- Outdated employee onboarding experience

43% of employees in the United States now
work remotely

CREATING RELEVANT CONTENT TO CONNECT WITH EMPLOYEES

Dynamic Signal's Employee Communication and Engagement Platform enabled the company to reach every employee through an app on their smartphones. This way, timely and relevant information is delivered directly to everyone, wherever they work. Remote workers now were more engaged with the organization. Employees with no corporate email addresses are able to gain access to important news and content to help them be more productive. For instance, the company has connected with employees 283 times through push notifications in less than two years after implementation.

The company also set up a robust structure of Divisions and Permissions that give managers the ability to deliver relevant content to the right employee, at the right time. The team used the platform as a marketing opportunity through advocacy. But the primary focus has been utilizing Dynamic Signal as the company's primary internal communication channel. The ECE Platform has become the preferred way for employees to receive information critical to their roles. Of the nearly 4,700 employees invited to join the platform, a remarkable 98 percent have registered – a testament to how workers want company information delivered through a mobile app.

Dynamic Signal's platform has transformed the company's communication strategy by sending employees a variety of messages and content, including PDF documents and native streaming videos.

How Dynamic Signal Helped:

- Nearly 4,700 employees registered – all accessing the mobile app
- 66 percent of employees have viewed at least one post
- Streamlined communication by delivering timely, relevant news to employees
- Opened access for employees with no corporate email address
- Easy to send a variety of messages
- Created a unique registration app and employee on-boarding flow

MODERNIZE YOUR COMMUNICATION STRATEGY

Constrained by outdated systems that hinder your ability to communicate with your dispersed workforce? Request a demo and learn how Dynamic Signal can help you modernize, streamline and measure your communication strategy. We can ensure that you finally have the platform to connect with your most valued asset – your employees. So, let's get started today.