

## CASE STUDY

INTERNAL  
COMMUNICATIONS



# GLOBAL AUTOMOBILE COMPANY ENGAGES THOUSANDS OF EMPLOYEES WITH DYNAMIC SIGNAL

This luxury automotive manufacturing company produced more than 2.5 million vehicles in 2016, has more than 120,000 employees, and manages hundreds of dealerships in the United States. As one of the best-selling automakers in the world, the company desperately needed a way to streamline communication across its network of global dealerships and with all of its employees.

It's critical for staff at these dealerships to stay informed about sales programs, product announcements and recalls, and company news and success stories. But delivering the most relevant content in a timely manner proved to be extraordinarily difficult. The workforce is dispersed around the world. Also, the information needs of employees are unique to their roles and department. Finally, employees at dealerships tend to be always on the go and typically aren't sitting in front of computers. It was critical that the company implement a solution designed and optimized for mobile that delivers relevant, timely company communication to the right employee at the right time.

## **LACK OF CONNECTION TO DEALERSHIP EMPLOYEES**

The auto manufacturer needed a more efficient, effective line of communication with their dealerships and employees. But the company lacked the ability to deliver needed information directly to employees. Because it has a global reach, the company needed a way to give access to multiple administrators so they could oversee content creation, curation, and distribution. Also, information had to be disseminated based on relevancy and importance.

Employees needed an easier, more mobile-friendly way to receive company news and content while on the job. Video has proved to be an especially effective form of employee communication throughout the business world. But this company didn't have the capability to deliver video content and messages to their dealership managers and employees. Even if the company were able to more effectively distribute content, it wasn't able to track and measure whether or not employees read/watched the messages.

### **Key Communication Challenges**

- Needed clear line of communication with dealerships and employees
- Lacked ability to reach all employees, wherever they work
- Needed to give multiple administrators access for content creation, curation, and distribution
- Employees needed an easier, mobile-friendly way to receive company news
- Inability to deliver video-based content
- Couldn't track and measure impact of communication strategy



Over

**36%**

percent of global employees now work remotely.

(Technavio)

## CONNECTING WITH EMPLOYEES ON THEIR TERMS

Dynamic Signal's Employee and Communication Platform completely transformed the automobile company's communication strategy. Now, the communication team is able to send a variety of messages and content to employees, no matter where they are, in real time.

The company was able to quickly train and onboard more than 2,500 dealership employees. And the plan to expand access to the platform to all on-site staff, including sales reps, service managers, parts managers, and so on. The platform has been wildly successful because streamlines the company's communication efforts and delivers relevant news to all employees, wherever they are – whether it's in the service area or on the showroom floor.

With the measurement capability of the Dynamic Signal platform, the company has gained insights into which employees are actually receiving, opening, and engaging with their news and messages. Also, individual general managers can share weekly videos with their dealership employees, and workers have the ability to respond and engage with comments.

### How Dynamic Signal Helped

- Onboarded more than 2,500 dealership employees
- Provides a platform optimized for mobile that streamlines company communication
- Enables custom delivery of relevant news to different dealerships
- Ability to track delivery, open and engagement rates
- GMs can send video content to each employee within their dealership

# 55%

of employees said that a mobile application would help them be more informed and engaged with their organizations.

(Mindshare)

## MODERNIZE YOUR COMMUNICATION AND ENGAGEMENT STRATEGY

Are outdated systems restricting your ability to communicate with your dispersed workforce? Request a demo and learn more about how the Dynamic Signal Employee Communication and Engagement Platform can transform your organization. Let's get started today.