



Improving employee experience and reaching *all* employees at BankservAfrica

BankservAfrica was looking for a way to modernize communication after years of communicating by email only. Aiming for a seamless experience to provide all their employees with the information they need with a click of a button, BankservAfrica found Netpresenter: an omnichannel communication platform that allows them exactly to do what they aimed for. They now reach about 400 remote workers, non-desk employees, and office workers through the Netpresenter platform, providing all employees with information effortlessly.

Madelyn Swanepoel, Internal Communications Channel Manager at BankservAfrica, aims to move away from organization-wide email communication completely in the future. "People no longer read lengthy emails – they want a summary of happenings in the business.

With Netpresenter, they get news on the go. Internal communications have come a long way from being the 'post box' with no opportunity for participation, comments, and likes. Netpresenter allows the employees to have a social media-like page of which they can feel proud and to which they can contribute. It enables everyone to go in with the touch of a button and read the news whenever they like. It's seamless, easy access to information and it adds to the overall employee experience. I have found that creating great experiences results in more engagement. Another key criterion for us selecting Netpresenter was that we wanted to measure the readership and engagement – as email does not provide statistics."

VIDEO'S: FACE-TO-FACE INTERACTION

Keeping people engaged when they are working remote is difficult, Madelyn

"Netpresenter provides seamless, easy access to information and adds to the overall employee experience."

acknowledges. "We all miss our face-to-face interaction. So, I take videos of people sharing information and post those on our YouTube channel, which we linked to Netpresenter. For instance, if there is an important policy, the policy owner will talk about it. They will explain the policy and why it relates to our organization and encourage people to come to them with any questions via email or in the app's comment section. The same goes for our CEO. If he's got something to say, he does not email; he makes videos. And that works because people want to see other people. It

connects them, and it humanizes the experience. The app gives people a platform to collaborate and to ask questions. It starts the dialogue, which I think is very important.”

REACHING ALL EMPLOYEES AND GENERATIONS

With Netpresenter, BankservAfrica now reaches all employees from all generations. “Some of our employees do not have access to desktops or laptops, such as security guys or cleaning staff. They are only brought in on a rotational basis, so they don’t have access to information like other employees do. With Netpresenter, we no longer have to rely on email connectivity. The app and the screensaver help us reach all employees – even those we could not reach before, those who are not at a desk. We grant all employees from all generations an opportunity to consume information through their preferred channel: app, screensaver, or TV. Additionally, we have access to the Alert module to communicate during business simulation exercises or in the event of fire or emergency.”

ALL INFORMATION IN ONE SPOT

Madelyn is in the middle of connecting BankservAfrica’s SharePoint to Netpresenter. ‘With the link to SharePoint, employees will be able to access all information in one spot: their app or screensaver,’ Madelyn explains. ‘I think this is going to encourage people to read news and information more regularly.

To enhance the experience even further, Madelyn categorizes the information she publishes with Netpresenter in various channels. ‘A couple of examples: ‘For your info,’ which is normal communication that employees need to know, ‘Breaking news’ is essential news and will be published with a push notification. ‘My wellbeing,’ which is important especially now, during the Coronavirus crisis: don’t forget to wear your mask, sanitize, keep your

distance, et cetera. ‘My BankservAfrica,’ which is policy related. ‘Quick links,’ which will give employees links to all the websites they use frequently. It’s a growing project that we’re still looking to improve. But, so far, it has provided everything that we wanted for us!’

CHALLENGE

BankservAfrica was looking for a way to modernize their internal communications after years of communicating by email only. They wanted to provide a seamless experience to provide all employees with the information they by the push of a button. Additionally, they were looking for ways to increase remote employees’ engagement.

SOLUTION

Netpresenter’s mobile app on all employees’ smartphones, screensavers on all laptops and digital signage throughout the building. These channels offer effortless and easy access to information. Employees can read the news whenever they want to. Readership and engagement can be measured easily.

BENEFITS

Netpresenter offers a social media-like page of which employees can feel proud and to which they can contribute. Employees can view the information with a touch of a button and can read it whenever they want to. This enhances the employee experience, which results in higher engagement levels. The app gives people a platform to collaborate and ask questions; it starts the dialogue. BankservAfrica now reaches all employees from all generations.

About BankServAfrica

BankservAfrica is an automated clearing house located in Johannesburg, South Africa and operates both nationally and within Africa. Annually processing billions of transactions valued at trillions of South African rand; BankservAfrica’s clients include banks, corporates, government, and the retail sector.

www.bankservafrika.com