



Kiezebrink and Netpresenter: focus on food and communication

With around sixty employees, Kiezebrink focuses on food, producing pet food for exotic animals, cats, and dogs. In recent years, Kiezebrink has been expanding rapidly: each week, the organization now produces about forty tons of cat and dog food alone. To keep this machine running, their employees work in production facilities, offices, trucks, and – due to the coronavirus pandemic – at home. For a growing organization with employees in so many different locations, streamlined internal communication is crucial. With Netpresenter digital signage and screensavers, Kiezebrink takes the bull by the horns: the screens bring current information to their employees quickly, efficiently, and effectively.

‘In the past, with fewer employees, it was a little easier to reach everyone. We used to do that face-to-face during lunch breaks, all together in the canteen’ says Jannicke Kiezebrink, Director Operations at Kiezebrink. ‘When we got bigger, we switched to a digital newsletter that we sent out once a month. But that news actually became old very quickly.

So we were searching for a way to spread the news more regularly. Besides, it became harder to reach everyone when we grew so much and got more staff.’

THINKING AND ACTING WITH NETPRESENTER

At first, Jannicke had some doubts about whether they would have enough information to share through Netpresenter: ‘We would struggle to fill the newsletter. I was afraid the same thing would happen with a real-time system like Netpresenter. But it’s actually a lot easier. Whenever there’s news, people now immediately say: ‘we have to put that on the screens.’ It is very much alive among our staff. It just becomes part of your thinking and acting.’

SHORT LINES: THE NATURE OF THE BEAST

The digital signage screens at Kiezebrink are therefore always full of information. ‘We think it is very important to share enough news so that our staff knows what we are doing and where our attention goes. We share information to increase employee engagement,’ Jannicke explains. ‘We always try to be very open and transparent. We are a loyal, social company; our directors and managers walk around on the work floor and

chat with everyone. We’re all in it together as a company.’

‘Short lines thus are in the nature of the beast; in the organizational culture. Good communication is an important factor of their culture, Jannicke believes. By streamlining internal communication and distributing up-to-date information to employees, Netpresenter helps to strengthen Kiezebrink’s open culture.

Office workers and remote workers consume information through screensavers on their workstations, drivers and production staff consume the news through digital signage on large TV screens. These are strategically mounted to walls in canteens: ‘This way, employees can read during their lunch breaks,’ says Jannicke. So Kiezebrink reaches its employees when they have some time left – without distracting them from their daily activities.

PUBLISHING CORE VALUES AND SPEARHEADS

Kiezebrink’s core values are also promoted through Netpresenter. ‘We believe it is important to keep communicating our strategic plans, core values, and main spearheads. Core words in our company are, among others, ‘quality and service’,

'sustainability', and 'complaint management'. If someone has acted from our 'quality and service' perspective, for example, we put it on the screens. That way, everyone keeps our strategy and vision top of mind, and our colleagues will act from our core values.'

COMMUNICATING QUICKLY AND EFFICIENTLY DURING THE CORONAVIRUS CRISIS

During the coronavirus crisis, Kiezebrink's open and transparent culture remains central. Whenever there's an important update, it can be easily and swiftly shared with everyone via Netpresenter. Jannicke: 'In the beginning,

we formed a corona crisis team that would occasionally meet briefly to discuss how we would handle this crisis. After that, it was easy to put all the updates discussed on the screens. That way, everyone knew what they were going to be faced with: what are we going to do, how will we deal with this situation? It helped us create some certainty in this challenging and uncertain situation.'

Besides the changes caused by the coronavirus crisis, growth always brings change. Kiezebrink uses Netpresenter to streamline those changes. 'I think communication is important to keep people informed and included in what we want to achieve', Jannicke believes.

'For example, when we have new plans or products, we share that with everyone. We try to take people along in those changes and explain: why are we doing this, what are we going to do with this, and what is the goal? Netpresenter helps to spread clear information, to get everyone on board, to enthuse colleagues.' Sometimes, Kiezebrink takes the pace too high, Jannicke believes, but the lion's share of information reaches its target. At Kiezebrink, the focus on food remains the most important thing, but with Netpresenter, they have also put a focus on good communication!



About Kiezebrink

Kiezebrink is a manufacturer and supplier of a wide variety of feeds for birds of prey, reptiles, zoo animals, dogs, cats, and many other animals. With their slogan 'Focus on Food – Exotic Animal Feeds and Raw Food Diets', they focus on the development, production, and supply of healthy and responsible animal nutrition. In 2020, Kiezebrink celebrated its 30th anniversary.

www.kiezebrink.eu

CHALLENGE

Reaching all employees, wherever they are. Keeping staff engaged during organizational change and in the company and its vision and core values.

SOLUTION

Digital signage on large screens in canteens and screensavers on employees' laptops.

BENEFITS

Kiezebrink's open and transparent culture is strengthened through streamlined internal communication and up-to-date information. Staff are engaged with the company and its values. Employees are immediately informed of important news or changes during the coronavirus crisis and during organizational changes.