



Gemeente Assen

## **“It’s a very user-friendly system with a wide reach”**

The internal communication target group within the Municipality of Assen consists of approximately one thousand employees, spread across three locations: the city hall, the Sustainability Centre, and the Outside Care location. Previously, communication was mainly carried out via the intranet and physical posters, which were not always sufficient. With Netpresenter, the Municipality now has a versatile communication platform that ensures news and updates reach everyone—both in the office and on the go. Jaap Jelsma from the Web Team at the Municipality of Assen shares their story.

### **"PREVIOUSLY, WE REACHED OUR TARGET GROUPS VIA THE INTRANET AND POSTERS ON BULLETIN BOARDS"**

Before switching to Netpresenter, the Municipality of Assen mainly relied on traditional communication tools. However, these proved insufficient, particularly for employees who were frequently on the road. Jaap explains: “Employees who were often on the go had no access to the intranet to read important messages and news. As a result, the administrative staff had to regularly print out news updates and other important information and hand them over to the employees heading out.”

### **"NETPRESENTER PROVIDES TOOLS THAT ALLOW US TO REACH ALL OUR TARGET GROUPS"**

The decision to go with Netpresenter was made quickly. Jaap: “We chose Netpresenter because it enables us to communicate through multiple channels. We ultimately opted for the Employee App and Digital Signage.”

The tools are used in a targeted manner by the Municipality: “We use TV screens to display information everywhere, rather than just hanging it on a bulletin board. This is more effective and more sustainable. Through the Employee App, we now also reach staff who are on the move, making them better informed and more engaged.”

Netpresenter is used for all types of employee communication. Jaap: "Think of sharing internal news updates, tips, and fun facts, but also sending out polls, promoting events, and sharing job vacancies. We also use it to send alerts, for example in case of an IT outage." This way, everyone stays informed, regardless of workplace or role.

**"We now also reach employees who are on the road via the Employee App, so that they are better informed and feel more involved"**

### **"THIS HAS TAKEN OUR INTERNAL COMMUNICATION TO THE NEXT LEVEL"**

According to Jaap, measurability is a major advantage of the new platform. Where this was previously lacking, it is now easy to see what does and doesn't work: "With just one click, you can see how often a news item has been read. This allows us to test internal campaigns—what works well, what doesn't, what gets read and what doesn't. This has taken our internal communication to the next level."

The easy access via smartphone is seen as a major benefit, says Jaap: "Because it's available through a mobile app, it has become much easier to follow internal news." As a result, the communication reach has significantly improved: "We notice that especially employees who are often on the move are now more efficiently and better informed, and also feel more involved."



### **"I WOULD RECOMMEND NETPRESENTER TO OTHER COMPANIES"**

Satisfaction with the system is high. Jaap would recommend Netpresenter to other organisations without hesitation: "It's a very user-friendly system with a wide reach. Creating a news post is quick and there are plenty of options."

In addition to the technology, the collaboration with Netpresenter is also something the team views positively: "Since we have a large communication target group, it's reassuring to know that support is readily available if something goes wrong. The collaboration runs smoothly."

## "WE ARE CURRENTLY WORKING ON A SHAREPOINT INTEGRATION"

The Municipality of Assen continues to innovate. An integration with SharePoint is also in the works, Jaap says: "We are currently implementing a Netpresenter–SharePoint integration, so that SharePoint content becomes visible everywhere and its adoption is stimulated."



### CHALLENGE

The Municipality of Assen struggled to effectively reach employees—especially those frequently on the move. Traditional channels such as the intranet and posters fell short, and there was little insight into the reach and impact of communication efforts.

### SOLUTION

The Municipality opted for a combination of the Employee App and Digital Signage. These tools are used for various forms of employee communication, such as news updates, polls, event promotions, urgent alerts, and more

### BENEFITS

Employees—particularly non-desk staff—are better informed and feel more engaged thanks to communication that is easier to follow, more accessible, and more user-friendly. The platform also offers clear insights into what works and what doesn't, allowing for continuous improvement.

## About the Municipality of Assen

The Municipality of Assen is the governing body of the capital of Drenthe, home to over 70,000 residents. With a focus on accessibility, sustainability, and innovation, around one thousand employees work across multiple locations to serve the city's inhabitants, businesses, and visitors.

[www.assen.nl](http://www.assen.nl)