



"We see that staff is much better informed"

Merel van Wensveen, Marketing and Communications employee at Joosten Groep, shares how employee communication within the company improved with the help of Netpresenter. Joosten Groep has over 100 desk and non-desk employees spread across seven locations in the Netherlands. Thanks to Netpresenter, the organization now benefits from improved information sharing with all its employees and stronger connections between its locations.

"NON-DESK EMPLOYEES OFTEN MISSED IMPORTANT UPDATES"

Merel outlines how communication at Joosten Groep looked before the introduction of Netpresenter: "Previously, we reached employees via email, but non-desk employees often missed important updates this way."

However, the challenges were broader than that: "In addition, there was little visibility into what was happening at other locations. Large projects were previously shared via email or sometimes not at all. This was a missed opportunity, as such messages often got lost among other emails and didn't get the attention they deserved."

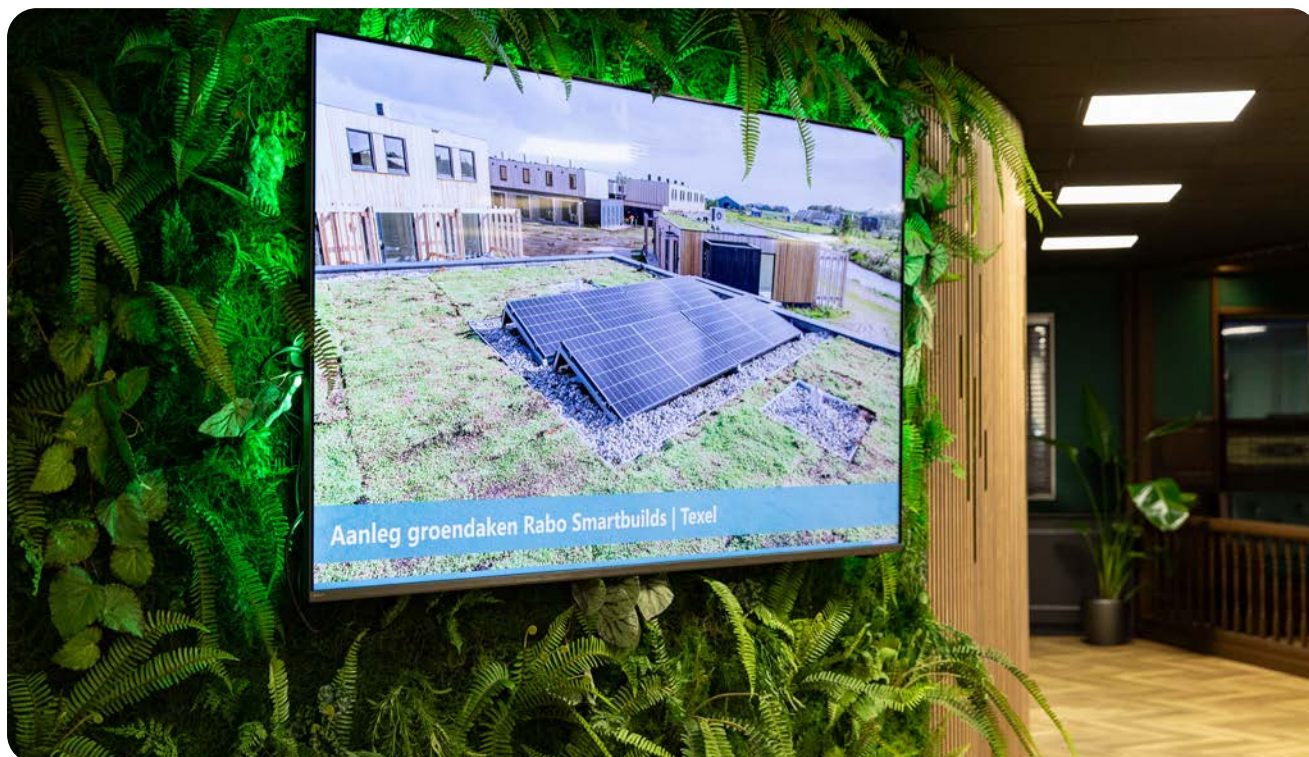
Distributing internal campaigns and initiatives also didn't always go smoothly: "These were always handled via branch managers, which wasn't ideal. As a result, we were never sure if everyone was properly informed."

Joosten Groep eventually turned to Netpresenter through a trusted recommendation: "A colleague shared his positive experience with Netpresenter and Digital Signage, gained at another company where he had worked previously. He was convinced it would also be a valuable addition at Joosten Groep."

"WE USE NETPRESENTER FOR VARIOUS COMMUNICATION TOPICS"

Nearly a year after implementing Netpresenter, they look back with satisfaction on how the Employee App and Digital Signage are being used at Joosten Groep: "With Netpresenter, we communicate about a wide range of topics. We distribute information about projects, the IDEa program, media mentions, commercial successes, HR updates, important company news like IT warnings, and much more. We share all of this through the app, and some of it is also displayed via Digital Signage. This ensures that everyone is informed, even if they don't work on a laptop."

Joosten Groep now reaches all its 100+ employees, divided across different target groups: “Joosten Groep operates across seven locations in the Netherlands. Employees from these locations are included in one large general target group. Additionally, we communicate through various smaller target groups when there is location- or role-specific information. This ensures that the messaging is as tailored as possible, keeping it interesting for everyone.”



"WE SEE THAT STAFF IS MUCH BETTER INFORMED"

According to Merel, Netpresenter has given their communication a boost in several areas: “The impact is noticeable. Netpresenter has resolved our main issue, which was that our (non-desk) employees weren’t well-informed. It has also created greater connection within the company. The different branches are now much more in touch with each other, and it’s easier to kick off initiatives. People are aware of major projects and feel proud when something relevant to them is shared.”

Let’s look at how this was achieved for different employee groups:

“The desktop application is very useful for those who work on their laptops. Highlighting specific projects, notable sales, and special campaigns creates a strong sense of connection for them. Additionally, all office locations have screens in the common areas. These screens display key messages throughout the day. This way, we ensure that the information reaches everyone, and we see this reflected in how well-informed they are.”

“This also applies to field employees and truck drivers, who are often on the road and primarily access the app on their work phones. The app ensures that everyone has the information directly at their fingertips.”

“Finally, there’s the group of non-desk employees who don’t have company phones and prefer not to use the app on their personal phones. For them, we’ve installed screens in strategic areas near the warehouse, so they too stay updated through Digital Signage.”

"YES, I WOULD DEFINITELY RECOMMEND NETPRESENTER TO OTHER COMPANIES"

Joosten Groep wholeheartedly endorses Netpresenter: “The results speak for themselves. It truly adds value for both your staff and your organization.” [...] “With Netpresenter, you can manage everything easily from one location and implement it across all sites simultaneously. That level of control makes it very easy and convenient to use.”

The company is also positive about the collaboration with Netpresenter: “At Joosten Groep, we’ve been very satisfied with our partnership with Netpresenter so far. The team is accessible and always friendly. Any issues are resolved quickly and professionally. This excellent service really stands out to us.”

“The feedback is **positive**. People find it a fun and convenient tool”

"IN THE FUTURE, WE WANT TO LAUNCH CAMPAIGNS"

Does Joosten Groep have plans for Netpresenter moving forward? Absolutely: “In the future, we want to launch campaigns to increase employee awareness of cybersecurity, for instance. This also applies to other internal topics, so we’re certainly not short on ideas! Finally, we want to better align our external communication, such as LinkedIn updates, with Netpresenter. This will ensure that our staff always receives relevant information at the right time.”



About Joosten Groep

As a supplier to the civil engineering sector, landscaping companies, and (semi-) government organizations, Joosten Groep offers innovative and sustainable total solutions for challenges in infrastructure, water management, and urban greening. Joosten Groep is an integrated organization where clients can access advice, design, supply, and even mediation for construction projects—all under one roof.

joostengroep.nl

CHALLENGE

Joosten Groep faced the challenge of effectively informing its (non-desk) employees and creating stronger connections between its seven locations. With over 100 employees—both desk and non-desk workers—spread across various sites, it was difficult to keep everyone up to date on important developments. Traditional communication channels, like email, often failed to reach (non-desk) employees, causing them to miss crucial updates.

SOLUTION

Joosten Groep transitioned to Netpresenter to improve employee communication. Netpresenter was deployed through Digital Signage and the Employee App, enabling the organization to share a wide range of communication topics. The platform allows for centralized creation of news, updates, and other messages, which are then automatically distributed to all employees or specific target groups based on location or role.

BENEFITS

With Netpresenter, Joosten Groep has significantly improved employee communication. The introduction of Netpresenter ensures that (non-desk) employees are now well-informed about what’s happening within the organization. Additionally, the various locations are more connected, and employees feel more engaged and proud when their contributions are visibly shared through Netpresenter.