



D E S W A R T E

M A E Y A E R T

“No one can say that they didn’t know anymore”

Maeyaert and Deswarte are two Belgian companies active in steel construction and bulk handling. After their merger, they employ a total of 120 workers. This created a need for one central platform to effectively reach everyone. The Netpresenter Employee App provided the solution. Stephanie Dejonghe, responsible for HR and Marketing at Maeyaert and Deswarte, shares her story.

“AFTER THE MERGER, THAT WAS NO LONGER SUFFICIENT”

After the merger of Maeyaert and Deswarte, the need for one uniform, central communication platform quickly became clear. Stephanie explains the situation: “We were using a specific digital platform from Maeyaert, supplemented by email, notice boards, and verbal communication. Information was also spread informally through colleagues. After the merger with Deswarte, that was no longer sufficient.”

“MESSAGES WERE SOMETIMES NOT READ, SEEN, OR HEARD”

The old approach created blind spots, as Stephanie explains: “Messages were sometimes not read, seen, or heard. With the disappearance of initiatives such as ‘Stop & Meet Roger’ at Maeyaert, we had fewer structured moments for sharing information. A lot of time was lost going back and forth to distribute or obtain information. Technicians, who are less often on-site, regularly missed important communication or received it too late. Practical matters such as managing registrations were also difficult.”

“A TOOL WITH FEW UNNECESSARY FEATURES”

In the search for a solution, the focus was on a few key factors. Maeyaert and Deswarte were not looking for an overloaded platform, but for something effective and accessible at a fair price. They ultimately chose the Netpresenter Employee App: “The app is easy to use and has a clear, intuitive layout. The price was also competitive. The ability to use polls was a major added value, as it stimulates interaction with workers. We deliberately chose a tool with few unnecessary features, so the focus remains on clear and efficient communication.”

“WORKERS STAY INFORMED IN ONE PLACE ABOUT NEWS AND UPDATES”

Maeyaert and Deswarte use Netpresenter for various communication purposes. Stephanie explains: “The app acts as the ‘Facebook of the companies’: workers stay informed in one place about news and updates. We use polls for practical matters such as registrations, gauging interest, and collecting feedback. Important documents, such as the vacation calendar or workplace regulations, are now shared directly via the app. And the ‘Who’s Who’ feature helps workers quickly find the right colleague.”



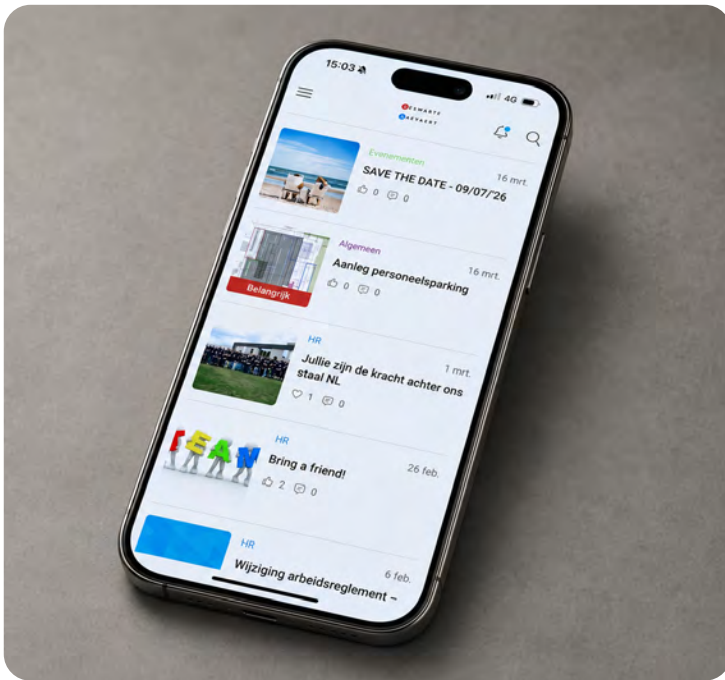
“WE EVEN REACH TECHNICIANS ON THE ROAD”

One of the biggest advantages, according to Stephanie, are the targeting capabilities. Maeyaert and Deswarte can now precisely determine who receives which message: “We inform employees per company, per language, or as a whole, and we even reach technicians who are on the road. We also create specific groups to target communication, such as participants of a particular event.”

“NO ONE CAN SAY THAT THEY DIDN’T KNOW ANYMORE”

The results followed quickly. Less hassle, more clarity, and for the first time real insight into whether messages are actually received: “Since implementing the app, we have seen a clear positive effect on our internal communication. Information can be distributed centrally and quickly. No one can say ‘I didn’t know anything’ anymore: everyone receives the right information. And we can see who reads messages and who does not, allowing us to better monitor and adjust communication.”

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When asked whether the Employee App has solved their challenges, Stephanie responds briefly and clearly: “Absolutely. It does what it is supposed to do.”

“WE RENEWED OUR CONTRACT WITHOUT HESITATION”

Stephanie also shares the feedback from workers without hesitation: “Easy and convenient!” She does not hesitate when it comes to recommending it to others: “Absolutely. The app is easy to use and offers excellent value for money. There is also strong support from Netpresenter’s internal team. We renewed our contract without hesitation.”

About Maeyaert en Deswarte

Since 1965, Maeyaert and Deswarte have been delivering custom solutions in steel structures, platforms, walkways, metal constructions, equipment manufacturing, and transport systems for bulk goods across various sectors. After their merger, they employ a total of 120 workers.

www.maeyaert.be

www.deswarte.be

CHALLENGE

After the merger of Maeyaert and Deswarte, there was a need for one central communication system for 120 workers. They were using a mix of channels, ranging from Maeyaert’s digital platform to email, notice boards, and verbal communication. Fixed communication moments had disappeared, messages were not always read, seen, or heard, and technicians on the road regularly missed important updates or received them too late.

SOLUTION

Maeyaert and Deswarte chose the Netpresenter Employee App. The app serves as a central communication feed but is also used for registrations and feedback, document sharing, and a ‘Who’s Who’ directory. Thanks to flexible targeting, Maeyaert and Deswarte reach the right audience, from office staff to technicians on the road.

BENEFITS

Since implementing the Employee App, Maeyaert and Deswarte have gained time, transparency, and insight. Information reaches all 120 workers centrally and quickly, unnecessary back-and-forth movement has been significantly reduced, and no one can say “I didn’t know anything” anymore: everyone receives the right information. The platform also shows who reads messages, allowing communication to be better optimized. Workers summarize it concisely: “Easy and convenient!”