



"Employees now enjoy reading the information more"

Lisa Coulelit, Communication Expert at Poppies Bakeries, shares her experience with Netpresenter. Using Netpresenter Digital Signage, Poppies Bakeries has completely transformed their employee communication, allowing them to communicate uniformly and in a controlled manner with all non-desk staff across various locations in Europe and the US.

"WE HAD MANY DIFFERENT STYLES AT DIFFERENT LOCATIONS"

Before using Netpresenter, Poppies Bakeries relied on a system of PowerPoint presentations on TV screens. "We had a system with PowerPoint presentations, but it was very unprofessional," says Lisa. "The presentations didn't conform to our corporate style, and content was all over the place. Each site had its own style. Because different people could make changes to the PowerPoint presentations, errors often occurred. There was no control, and it looked chaotic."

"NETPRESENTER IS STRUCTURED AND EASY TO USE"

Lisa was already familiar with Netpresenter from her previous employer, so the decision was an easy one: "I knew Netpresenter from my previous job and knew it worked well. Netpresenter is structured, provides good service, and allows us to quickly create messages using templates."

"WE USE NETPRESENTER FOR VARIOUS TYPES OF COMMUNICATION"

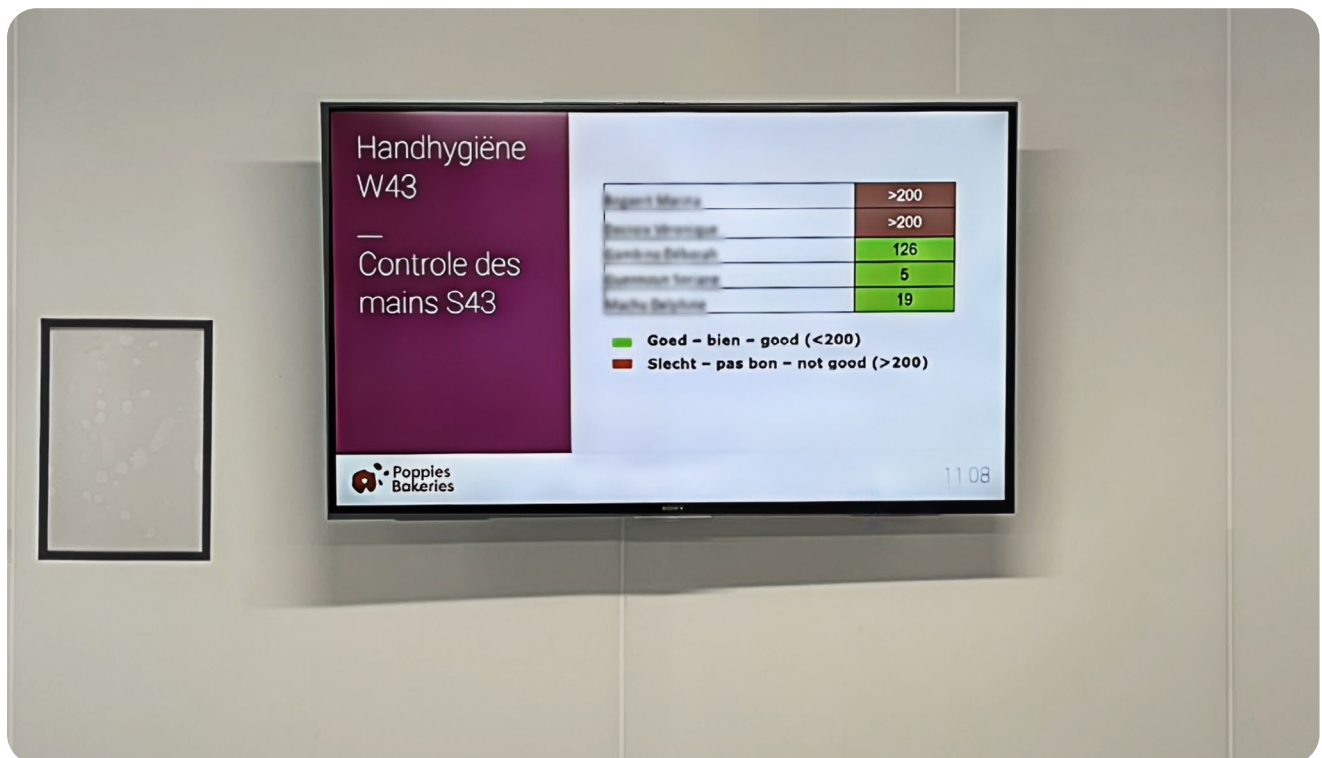
"We use Netpresenter for various types of communication," Lisa explains. "We share specific information about hand checks and shoe hygiene, and general updates that employees need or want to know: from important company announcements to photos of events."

"Netpresenter is structured, provides good service, and allows us to quickly create messages using templates"

"INFORMATION IS NOW BETTER DISPLAYED"

"Instead of having multiple people with access to the portal, now only one person per site can post messages," Lisa explains. "All messages are centralized, and templates are used, which makes communication much more structured and consistent."

Employee feedback has been positive: "It is now much more organized and easier to use, according to colleagues. The fact that there is now a unified corporate style for everyone is appreciated," says Lisa. "Information is now better displayed. This way, we ensure that our non-desk staff, spread across 13 bakeries in the EU and the US, enjoy reading it more."



"THE SERVICE IS GOOD, AND WE GET QUICK RESPONSES TO OUR QUESTIONS"

Lisa is also happy with the collaboration with Netpresenter: "What stands out to us is that when we send an email with a particular challenge, we receive a response the same day. Contact with our Account Manager is smooth and quick, and the system is very easy to use. Changes can be implemented quickly, and everyone was up and running with it in no time."

"The system is very easy to use. Changes can be implemented quickly, and everyone was up and running with it in no time."

"ABSOLUTELY, WE WOULD RECOMMEND NETPRESENTER"

When asked if she would recommend Netpresenter to other companies, Lisa responds enthusiastically: "Definitely! You provide good service, an organized platform, clear communication about your activities, and quick feedback." Looking ahead, Poppies Bakeries has more plans with Netpresenter: "We would like to build an integration where all information and data are directly sourced from our SharePoint so that we are no longer dependent on screenshots and duplicate work."



About Poppies Bakeries

Poppies Bakeries started in Belgium in 1976, baking traditional Flemish pastries and cookies for the local market. Step by step, the company grew into a reliable partner for customers worldwide. This success is attributed to their thorough knowledge of the art of traditional baking and their ability to scale these principles. By carefully selecting the best ingredients, developing flavorful recipes, and ensuring high-quality standards, Poppies Bakeries continuously meets customer expectations around the globe.

poppiesbakeries.com

CHALLENGE

Poppies Bakeries faced the challenge of creating uniform and clear communication for their non-desk employees that are spread across multiple locations in Europe and the US. Before using Netpresenter, they relied on PowerPoint presentations on TV screens, which proved to be unprofessional and chaotic, lacking control and consistency, with frequent errors.

SOLUTION

To overcome these challenges, Poppies Bakeries chose Netpresenter Digital Signage, drawing on their Communication Expert's prior experience. This provided structure, consistency, and ease of use through predefined templates, allowing messages to be shared professionally and uniformly. Netpresenter is now used for all kinds of communication: from sharing important company news to photos of events and everything in-between.

BENEFITS

Since implementing Netpresenter, employee communication at Poppies Bakeries has significantly improved. Users report that communication is much more organized and user-friendly. The uniform corporate style ensures consistency, which is highly valued. Moreover, information is presented more attractively, making non-desk staff more enthusiastic about reading the messages.