



VERMILION  
ENERGY



## **“An accessible and effective way to reach everyone”**

Improving internal communication and truly reaching all target groups: that was the challenge Vermilion Energy set out to tackle. With about 100 employees in the Netherlands, divided between office staff and operational teams across different locations, the company was looking for a way to share updates quickly, in a visually appealing and consistent manner. With Netpresenter, that is now possible. Femke de Boer, Communications & Community Investment Analyst at Vermilion Energy, shares their story.

### **"OUR INTERNAL COMMUNICATION AUDIENCES ARE VERY DIVERSE"**

Vermilion Energy directs its communication to multiple audiences, spread across different locations. Femke explains: “Our communication audiences include our office employees in Amsterdam and Harlingen, and operational teams on-site in locations such as Garijp and Waalwijk. We communicate in both Dutch and English, because we are an international company. In total, we aim to reach about 100 people through internal communication.”

### **"PREVIOUSLY, WE DIDN'T REACH EVERYONE ON TIME"**

Internal communication used to happen via email, the intranet, posters on location, and verbally through team leads. That wasn't always effective: “Important updates often didn't reach everyone in time, especially operational teams who spend a lot of time on the road were hard to reach. In addition, information on the intranet wasn't always actively sought out, and there was inconsistency in how and when messages were shared. Using visual and short messages also proved difficult through the existing channels.”

### **"WE WANTED TO SHARE UPDATES QUICKLY AND CENTRALLY"**

Choosing Netpresenter was a logical decision, says Femke: “The ability to quickly, visually, and centrally distribute updates across multiple locations simultaneously was the deciding factor. This way, we can also reach operational employees directly, effectively, and easily when they're in the office, because the screens are placed in visible locations.”

The company opted for Digital Signage: “We use Digital Signage screens in offices and operational sites. We chose this solution because messages are immediately visible to all employees in their daily work environment, without requiring them to proactively open a platform.”

### **"WE COMMUNICATE ABOUT SAFETY, NEWS, AND CAMPAIGNS"**

By now, Vermilion Energy uses Netpresenter for a wide range of communication: “We use Netpresenter for safety and operational updates, company news, and internal events such as our volunteer day or year-end gathering; HR updates such as new job openings and employee policies; and campaigns around sustainability and community involvement. This way, we effectively reach our 29 operational employees and 66 office employees.”

### **"THE VISIBILITY OF INTERNAL CAMPAIGNS HAS INCREASED"**

The effects are clearly noticeable, even though no hard data has been collected yet. “There is greater visibility of internal campaigns: colleagues say they notice event announcements earlier. In addition, important safety information spreads more quickly, there is more interaction, and employees ask more questions in response to shared messages.”



The earlier challenges have been resolved: “Yes, the main challenges (timeliness, reach, and visual appeal) have greatly improved. Especially for operational teams, information is now more consistently visible. We haven’t conducted formal research, but we receive a lot of positive feedback from them. Colleagues find the screens a quick and easy way to stay informed. The visual aspect and the short messages in particular work very well.”

### **"THE STRENGTH LIES IN THE SIMPLICITY"**

Would they recommend Netpresenter? “Yes, absolutely. It’s an accessible and effective way to reach both office and operational employees with short, visual, and up-to-date information.” [...] “The strength lies in the simplicity: the platform is intuitive, messages are published quickly, and the screens stand out without being disruptive.”

**"We can reach operational employees across multiple locations simultaneously, effectively and easily"**

The collaboration has also been very positive: "We are very satisfied: we received excellent support during implementation, fast responses to questions, and flexible input on design and use."

### "WE WANT TO FURTHER INTEGRATE NETPRESENTER"

Vermilion Energy has ambitious plans for the future:

"In the future, we want to further integrate Netpresenter with more internal campaigns and theme days. We also want to expand its use to reminders for safety and compliance training and connect it with intranet news via SharePoint, so that content can be shared automatically."



## About Vermillion Energy

Vermilion Energy is an international energy producer with operations in Europe and North America. The company focuses on the acquisition, exploration, and development of natural gas and crude oil in Canada and Europe. In the Netherlands, it produces natural gas from small fields, intended for households and businesses.

[www.vermilionenergy.com](http://www.vermilionenergy.com)

### CHALLENGE

Vermilion Energy wanted to improve internal communication and truly reach all audiences. With about 100 employees in the Netherlands, spread across office staff and operational teams at multiple locations, the company needed a way to share updates quickly, visually, and consistently that would reach everyone. Existing channels such as email, intranet, posters, and verbal communication often proved ineffective in several ways.

### SOLUTION

To solve this issue, Vermilion Energy chose Netpresenter Digital Signage. With Digital Signage screens at multiple locations, the company can now share updates quickly, visually, and centrally with both office and operational employees. As a result, all types of communication are immediately visible in the daily work environment, without employees having to actively open a platform.

### BENEFITS

With Netpresenter, Vermilion Energy has significantly improved internal communication. Important information now reaches all audiences on time, and the visibility of internal campaigns has increased. Employees report noticing announcements sooner and appreciate the short, visual messages. In addition, there is more interaction, and more questions are asked in response to shared information.