



**Overcoming the inefficiencies of traditional communication channels**

## The Communication Gap – The Problem !

- You've tried sticky notes, internal email, notice boards, intranet, newsletters and still can't get through to your staff?
- Every organisation battles to communicate effectively with staff, mainly because the channels of communication being used are ineffective & boring!
- If internal communication messages are sent as emails, it is almost certain they will be ignored!



**The Solution! - Corporate LAN Advertising**

## CLA

- Designed to overcome the inefficiencies of traditional communication channels (such as internal email)
- Bundled with various modules which all perform different (but complementary) functions depending on the nature of the campaign

## Pop-up Messaging



- Send a pop-up message to users within your organization as a priority alert.
- Track and report on the exposure achieved.
- Link pop-up to any document, image, video, intranet article!

## Dynamic Screensavers



- Override screensavers of PCs in the organization. Different images, video, flash files and web content (URL's) targeted to different users if desired.

## Ticker Tape



- Scrolling messages across the bottom of PC screens or LCD. Different messages to different users or groups if desired.
- Users have the ability to select approved custom RSS feeds.

## Training & Compliance



- Deliver training material efficiently to users within your organization
- Enforce acceptable pass rates with automated rewrites
- Distribute policies and elicit employee acceptance

## CLA Surveys



- Gather feedback from staff.
- Link Survey to Outlook calendar item.
- Test and train staff.
- Export collated survey results to Excel in one easy step.

## Background Wallpapers



- Override desktop wallpaper of PCs in the organization. Different wallpaper targeted to users or groups if desired.

## Digital Signage *Free*



- Publish video and animated HD content to high-visibility LCD screens in canteens and pause areas, or reception areas for customer-facing messages!!

## Mobile Application



- Deliver content to mobile devices
- Reach staff that are not office bound
- All CLA modules available
- Consolidated reporting across desktop and mobile users



- **HIGH IMPACT** interactive alerts, that are always the top most window
- When clicked, pop-ups can launch: video clips, surveys, documents, intranet pages .... anything in fact!
- End-user flexibility can be defined based on urgency, and pop-ups can be targeted to specific groups
- Schedule and publish pop-ups in advance
- Can be tracked and measured with a fully extractable, consolidated report



# Popular uses of Pop-ups



- Announcements
- Interface with Existing Systems
- Link to an intranet page
- Launch a survey
- Distribute company documents

- Notify staff of IT issues
- Publish a company newsletter
- Distribute video content
- Capturing legal disclaimer
- Reminders



- CLA Survey has 3 main functions
  - Gathering general feedback from staff
  - RSVP for functions
  - Testing and training
- Achieve in excess of 90 % response within 48 hours because the survey can be linked to a popup as an automatic reminder if a response is outstanding
- Skin of the survey can be customised and only target the survey to the required groups or users
- Track the exposure of the survey and easily export a collated and comprehensive report to Excel



# Popular uses of Surveys



**ALEXANDERFORBES**  
Securing your financial well-being

08NV14T3\_Customer\_Expense\_00  
Customer Expense

A customer explains that a certain expense fluctuates from month to month. What should you advise them to record on the Customer Expense Declaration?

Fill in the maximum amount that they spend on this expense

Fill in the maximum amount that they spend on this expense

Fill in an average amount that they spend on this expense.

Snooze

Never Remind Me...

Duration: 00:00:48  
Question: 9/10

PREVIOUS NEXT

User: ILee@1 Machine: IJANNE-ACERI IP: 1192.168.1.103 Date: (2015/05/08 09:41:31)



- RSVP for company functions
- Gathering feedback from staff
- Testing product knowledge
- Human Resource questionnaires
- Fun competitions
- Induction training / feedback
- Employee satisfaction survey
- Employee award nomination
- Training and development
- Procurement (e.g. ordering branded clothing)



- Advertise internal campaigns on unattended PC monitors
- Screensavers are able to support and display images, videos, flash files and web content (URL's)
- Plan and load campaigns in advance by scheduling start and end dates and even time slicing content
- Push different screensavers to different departments or regional offices – pull groups from Active Directory or manage your own groups within CLA
- Publish content to High-Visibility LED screens to achieve Digital Signage at **no cost**\*

*\*Available on certain CLA Packages*





## Popular uses of Screensavers



- Products
- Internal Vacancies
- Corporate Functions
- Marketing Media
- Company News

- Announcements
- Long Service Awards
- Blood Service / Shavathon
- Staff Birthdays
- Canteen Menu



- Remotely control the desktop wallpapers of the entire organization
- Use backgrounds to complement other CLA channels to reinforce campaigns
- Publish different background wallpapers to different groups, and have the ability to schedule and publish content in advance
- Add system information to wallpaper (i.e. user name, machine name, IP address etc.)
- Revert to personal desktop when campaign ends



## Popular uses of Background Wallpapers



- Products
- Campaign reinforcement
- Corporate Functions
- In the Media
- Company News
- Departmental contact numbers
- Long Service Awards
- Blood Service / Shavathon
- Announcements
- Values, mission, vision



- Push Ticker Tape messages that scroll at the bottom of the screen (as seen on news broadcasts)
- Publish a ticker to desktop PC screens and / or LCDs
- Ability to time slice messages
- Schedule and publish messages in advance
- Specify the users, groups or LCD screens that should receive specific ticker messages
- Compile a list of approved RSS Feeds that users can select from to display on their PC's



## Popular uses of Ticker Messages



### Customize:

- **Font Style**
- **Font Size**
- **Font Colour**
- **Background Colour**
- **Icon**

- Reinforce company values
- Display mission and vision
- General reminders
- Motivational messages
- Company News

- Announcements
- Long Service Awards
- Blood Service / Shavathon
- Staff Birthdays
- Product information



- Deliver video or document training material efficiently to a selected audience
- Quiz knowledge with post-training surveys
- Enforce acceptable pass rates with automated rewrites on low scores
- Distribute policies and elicit employee acceptance
- Varying levels of flexibility and leniency depending on the urgency of the required compliance



## Popular uses of these features



- Distribution of company material and knowledge appraisal
- New employee induction and evaluation
- SHEQ training and assessment
- Sharing ad-hoc educational material
- Enforce staff accountability
- Gathering reportable employee acceptance on policies
- Elicit reasons for resistance from staff
- Report on compliance status within organizations



- Hosted and available on IOS and Android operating systems
- Browse a gallery of Screensavers and Background Wallpapers targeted to that user
- Receive Pop-up announcements that can be linked to documents, videos, web links, surveys, etc.
- An action is recorded once the user has opened a Pop-up. Mobile responses are collated with PC responses in a consolidated report
- Responses to survey via mobile are collated with PC user responses in a consolidated report







- Reach staff who are not office bound
- Keep staff informed about campaigns while on the move
- Appeal to the younger, upcoming, digitally proficient workforce
- Instant In-App notification services keep messages NEW and relevant
- Gather required information efficiently via Mobile surveys
- Reach staff not working on Windows-Based PCs
- Obtain policy compliance by users while not at their desks
- Consolidated report for PC based and mobile responses

# Client Showcase



Adams & Adams





**If you think it, you can say it with**



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