

Internal Communications in a Sales Environment

Herman Miller, Inc.

Challenge

Information overload; news received in trickle-down manner from competing sources.

Objective

Speed internal and external news absorption to encourage better team collaboration.

Solution

SnapComms Desktop Ticker – internal desktop news feed that ensures important news and updates get through to staff without them having to seek it out.

In Our Customer's Words

Herman Miller, Inc., Communications Dealer and Sales Engagement

Why did you select SnapComms Desktop Ticker?

We considered designing a system with RSS feeds to retrieve content from existing systems, but it became impractical. After researching SnapComms Desktop Ticker, we saw the ideal system we would have invented ourselves.

How do you use the Ticker to push information to your target audiences?

Scrolling desktop notices, usually seven topics a day, are sent to external dealer representatives and internal sales staff—around the world. We customize Desktop Ticker to our audiences to share top-of-mind information.

What type of information do you place on the Desktop Ticker?

We present product updates, awards, notices of new contact lists, events, birthdays and more, pulled from intranet, emails, newsletters and e-kiosks.

What were your concerns before you implemented the SnapComms Ticker?

The habits of PC users are hard to change. As incentive to read notices, we held a contest to reward early viewers. The overwhelmingly positive response was a mad rush to collect a prize. Interestingly, attention levels have not declined.

What other feedback do you receive about the ticker feed?

We receive phone calls and emails from non-users saying they saw a ticker on someone else's desktop and they want to know how they can sign up. We've seen how ticker information helps teams collaborate better because of it.

Do you have a favorite story about SnapComms Desktop Ticker?

We posted a link to our company newsletter that allows users to go directly to the file. One dealer asked how long the "new newsletter" had been around. He didn't know it began 10 years ago. Before the ticker, he had been too busy to navigate for it.

What advice would you share about your SnapComms experience?

The tools are only as good as the content. There must be value in what is presented, otherwise you annoy the user. We hope to roll out to the ticker to other parts of our company. SnapComms support makes implementation easy and the tools are exactly what we need. Response to the ticker feed has been very good ... it grew on its own and sells itself.



HERMAN MILLER, INC.

"Designs furnishings that improve the human experience wherever people work, heal, learn, and live."

Customer Profile

Major American manufacturer of furniture, most notably in the modernist style. Company noted for designing pieces that are icons of the industrial age.

Headquarters: Zeeland, Michigan

Founded: 1905

Employees: 5,635

Operations, sales offices, dealers and licensees in more than 40 countries.

Communications Profile

- Audiences domestic and international
 - External dealer representatives
 - Internal sales staff
- Competing information sources
- Small communications staff
- Email overload
- Employees too busy to search for data

SnapComms Solution

Desktop Ticker Tool

"I like the branding option in the news feed. Our logo tells dealers and employees that this is Herman Miller tool."

SnapComms at Herman Miller, Inc. - Scrolling Desktop Newsfeeds for Sales Teams

The **SnapComms Ticker tool** is a scrolling desktop ticker to keep staff informed of the latest updates outside the clutter of competing news sources. When a scrolling news feed appears along the bottom of their computer screen, staff can choose whether they read it immediately. If they are available for news, they can take a look. If they are occupied, they can ignore it and click on at a time that suits them better.



"The SnapComms Desktop Ticker allows Herman Miller to reinforce its partnership with external dealers. Customized information shows we understand their needs and time-constraints."—Herman Miller, Inc.

Updates staff and dealers quickly when new information is available - internal desktop tickers direct employees and dealers to pages on the intranet and other news sources. Examples of Herman Miller content:

- Stories from Our Community- We Want to Hear From You
- Inclusion and Diversity Awareness Training
- Price Adjustments
- Blogs
- "Just Move" Activity
- Wellness Classes
- Webinars

Key Features of the Desktop Ticker tool

Target information – targets news to specified staff groups via internal desktop news feeds.

Write customized headlines - customize ticker content and push scrolling news feeds to selected staff groups.

Quick and easy to use - simply type in a headline, add the details of a hyperlink or an additional message box and decide target groups for the desktop ticker.

Departmental or team scrolling news feeds - allows departments to get their news out quickly. For example, the sales department can deliver the latest results to teams.

Specify persistence - set the number of scrolls and, if required, repeat messages until they are opened.

Schedule internal communications - set the desktop ticker publish time to coincide with external media releases.

Scrolling News Feed Options:

- **Persistence** - optional continued scroll of the desktop news feed until it has been clicked on.
- **Recurrence** - headline repetition can be set up based on acknowledgement / behavior of the targeted employee.
- **Multiple headlines** - scroll multiple headlines in one desktop news feed easily.
- **On-screen reminder icons** - for internal staff news feeds items that have not been read.
- **Branding** - brand the desktop ticker with organizational logos or information classifications.
- **Snooze function** - for employees who do not want to be disrupted because they are in a meeting or working on an important document. They can be given rights to 'Snooze' for a maximum period specified by the administrator.

Click here for more [Tips for Communicating with Sales Teams](#)

