

SnapComms help Freedom Healthcare to Reduce Internal Marketing Communications Costs

SnapComms help Freedom Healthcare to reduce internal marketing communications costs using; interactive screensavers, scrolling newsfeeds, employee discussion forums and staff magazines.

([PRWEB](#)) March 31, 2010 -- SnapComms announced today that Freedom Healthcare has signed a contract to use the SnapComms [Internal Marketing Communications tools](#) to deliver internal marketing and information updates to employees.

[Freedom Healthcare](#) specialise in aged care and disability products and has established itself at the forefront of its industry by continuously developing and producing innovative and durable products.

“We wanted a way to deliver information to relevant departments of the business in an instant manner that places the least amount of responsibility on employees to keep up to date with events” explains Yusuf Cajee, Marketing/Product Development, Freedom Healthcare.

“Instant internal marketing communication via the SnapComms channels will help us save on internal marketing costs such as printing and publishing” continues Yusuf.

Yusuf plans to use the SnapComms internal marketing communications tools within the business for vital employee communications. The tools will also be used between all Freedom Healthcare wholesale agents for broadcasting information concerning new product developments, product recalls and general information. Finally, Yusuf plans to use the SnapComms tools as a marketing tool aimed at key customers promoting product specials, new product development and general news.

When asked why Freedom Healthcare had chosen the SnapComms internal marketing tools, Yusuf stated “They are easy to use and have great flexibility in the style of message that can be displayed. They are also easy to implement with no complicated network setups required.”

The SnapComms solution is a suite of interactive employee communications tools that display messages directly onto employee computer screens. Features include the ability to target messages to particular groups of employees using existing distribution lists; a Content Manager to delegate administration rights so that different authors can communicate with their own groups of employees; and a reporting tool to check whether employees have received and replied to messages.

The suite includes an [interactive screensaver tool](#) which displays internal marketing messages in place of a standard screensaver. Video, flash, image, html and text content are all options. Each message can contain hyperlinks to direct staff to more information on the organization’s network, intranet or internet.

The [desktop news feed tool](#) displays important internal marketing updates using an on-screen scrolling bar. It can broadcast existing RSS feeds or simple text updates. Scrolling headlines can hyperlink to intranet pages or other resources.

The visually-branded [pop-up alert tool](#) makes sure employees learn about important news as soon as it occurs. It can display video, text and other types of content.

The SnapComms [enterprise communications software](#) was created in 2002 by an intranet manager looking for better ways to communicate with employees. Since then, the company has built a full suite of internal [communications tools](#) designed to tackle the challenges that internal marketing communicators face in organizations large and small.

SnapComms has offices in Auckland, New Zealand and Goleta, California. Its global customer base covers; Australasia, UK, USA, Canada, South Africa, Middle East, South America and Asia.

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Contact Information

Chris Leonard

SnapComms

<http://www.SnapComms.com>

+64 9 4880099

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