



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!



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 functions depending on the nature of the campaign

Dynamic Screensavers



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

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.

Digital Signage



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

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.

Pop-up Messaging



- Send a pop-up message to a 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 Desktops



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

C.L.A.

Dynamic Screensavers

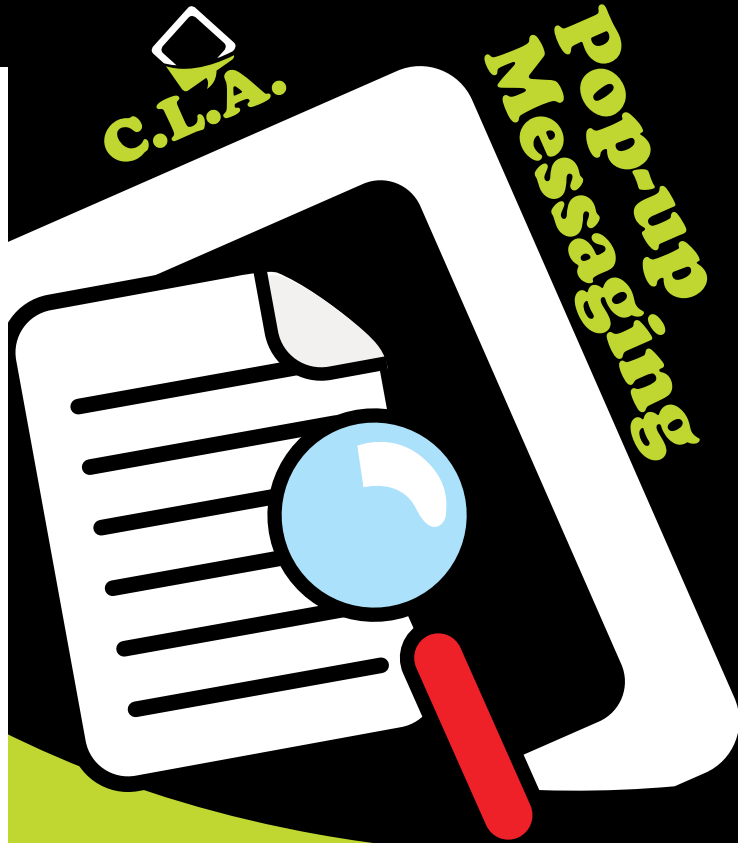
- Make use of unattended PC monitors to advertise new internal campaigns as screensavers.
- Plan and load campaigns in advance by scheduling start and end dates. They will automatically change as that date arrives.
- Different screensavers can be targeted into different areas of the business.
- High visibility LCD screens provide a great way to speak to a captive audience (staff facing or customer facing) as a Digital Signage Solutions.
- Screensavers are able to support and display images, videos, flash files and URL's.
- Turn PC screens into digital billboards with CLA and drive awareness around current campaigns.



Examples



- Products
- Internal Vacancies
- Corporate Functions
- Marketing Media
- Company News
- Announcements
- Long Service Awards
- Blood Service / Shavathon
- Staff Birthdays
- Canteen Menu



- The most effective channel for **HIGH IMPACT**, cut-through communications
- Can be tracked and measured.
- Link a pop-up to a PDF Document, article on the intranet, a newsletter, Microsoft documents, videos, surveys ... anything really!
- Target a pop-up to a specific audience.
- Track the exposure of your communication with a fully exportable report.





- Announcements
- Track change control
- 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



- Communication is not just about making yourself heard, it is also about listening.
- Need to gather feedback from your staff? Make answering questions simple.
- Achieve in excess of 90% response within 48 hours with minimal effort.
- Target different surveys to different users, groups, departments or regional offices.
- Link the survey to the pop-up for automatic reminders to staff who have not yet completed the survey.
- Track the exposure of your survey.
- Export a collated and comprehensive report to Excel.



A screenshot of a survey form titled "08NV14T3_Customer_Expense_00" and "Customer Expense" from BankServAfrica. The form asks: "A customer explains that a certain expense fluctuates from month to month. What should you advise them to record on the Customer Expense Declaration?" There are three radio button options: "Fill in the minimum amount that they spend on this expense" (selected), "Fill in the maximum amount that they spend on this expense", and "Fill in an average amount that they spend on this expense". At the bottom, there is a "NEXT" button and a red 'X' icon. The footer shows "User: [Local] Machine: [ANNE-ACERI] IP: [192.168.1.103] Date: [2015/05/08 09:24:59]".

- 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
- Gap analysis

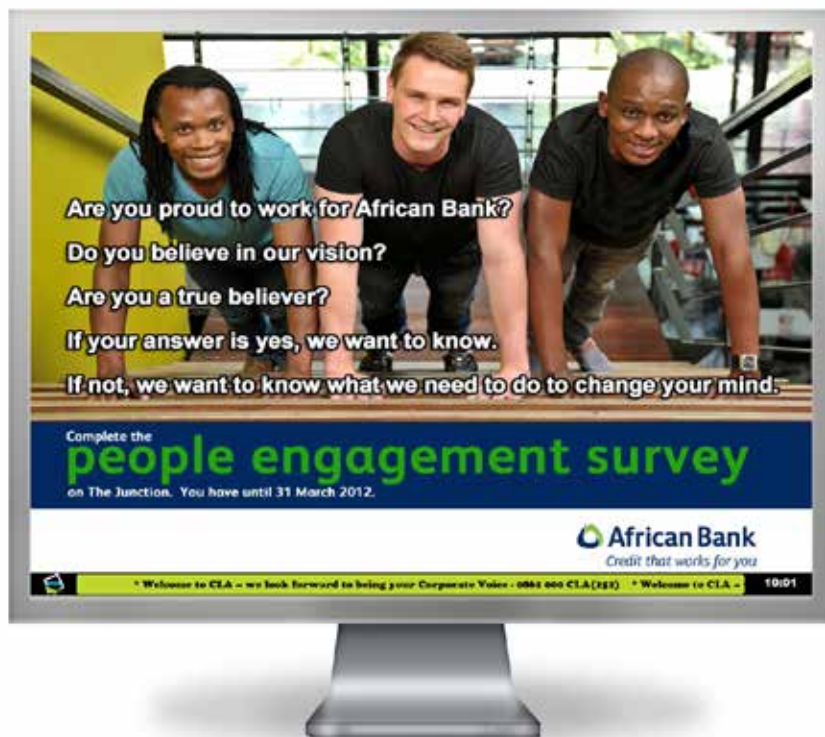
C.L.A.

Ticker Tapes

◀ INFO

- With CLA you are able to push Ticker Tape messages to scroll at the bottom of the screensaver. (Such as on CNN and Sky News)
- Can be published to both user PC's as well as LCD screens positioned in high visibility areas.
- Messages can be time-sliced to ensure that the correct messages are scrolling across the screens at the appropriate time of day.
- Users have the ability to select custom RSS feeds from a predefined list of available feeds.
- Publish different ticker tape messages to different users, groups, departments or regional offices.





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



- Remotely control the desktop wallpaper of all staff members to advertise relevant company news.
- Staff access icons on the desktop at least 12-15 times a day, so a very effective channel to drive awareness.
- Use Desktops to complement and reinforce the messages that are delivered via the other CLA Channels, especially the Screensaver.
- Add system information to desktop wallpapers via CLA to assist IT & desktop support (i.e. user name, machine name, IP Address etc.)
- Publish different desktop wallpapers to different users, groups, departments or regional offices.





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

FAQ's

- **How far in advance can content be sequenced?**

Content can be sequenced as far into the future as your licence extends. If you opt for the annual licensing option, you would be able to sequence content a year into the future.

- **Is there a limit to the number of items (such as Screensavers / Desktops) that can be loaded?**

There is no limit to the "amount" of content that you can load. You are able to load as many screensaver images as you like, as many popups as you feel are necessary and surveys can have as many questions as you wish.

- **Can multiple people load content or is there only one administrator?**

Multiple administrators are allowed and they have visibility of each others' content. Certain limitations can be put on administrators (e.g. an administrator could be allowed to load screensavers but not have rights to save popups).

- **Can the Admin Software be accessed offsite?**

Yes, provided the administrator is able to connect to the network via 3G, VPN, etc.

- **Is training provided and included in the quotation?**

Upon implementation ,a full 4 hour instructor lead training session will be provided. Thereafter, we conduct several training sessions each month at our premises. Administrators are welcome to attend as many of these sessions as they feel they require. These are provided at no additional cost.

- **How is bandwidth affected with CLA and how resource intensive is it?**

The CLA platform has been designed to be "bandwidth-friendly", and it achieves this by creating a query queue which limits the number of concurrent connections to the CLA database where the content is stored. All PCs are configured to do a SYNC every 15-20 minutes, and since the timers are not in tandem, the SYNC requests are also staggered across the users.

- **Is it necessary for a "client" to run on each user machine?**

A client does need to be installed on each PC or laptop – it is this software that is responsible for communicating with the CLA database, and also for presenting the content on each user's screen.

- **How is the "client" installed on each user machine?**

The CLA architecture team will provide your support engineers with an installer of the CLA client. This installer needs to be run on all PCs. It can be automated by way of Active Directory GPO, SCCM, or other deployment tools.

- **How much does it cost?**

CLA licensing is on a sliding scale ... the more licenses you require, the less each license costs.

For a formal costing proposal, please ask your sales executive to assist with this.

Client Showcase



If you think it, you can say it with



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