

Screensavers get the message across

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Screensavers can offer a more effective way of delivering communications and messages within companies than traditional systems based on email or corporate intranets, researchers claimed today.

A study undertaken by the Dutch University of Twente into the effectiveness of technology as an internal communications medium has shown that screensavers offer employees direct, succinct access to corporate information.

According to the study of 695 employees at Eastman Chemicals, Fortis Bank and the city of Breda, 80 per cent said that screensavers made it easier for them to receive and absorb corporate information, significantly improving their organisation's internal communications.

Corinne van Iersel, communications and public affairs manager, EMEA, at Eastman Chemicals, said: "Everyone is flooded with information and messages. They are so overwhelmed that they simply stop reading.

"One can send an email to employees but it is questionable if it is being read at all, or read on time. I believe the broken record technique of repeating information is the best method for effective internal communications.

"The nice thing about screensavers is that, for the first time, it enables me to use that technique effectively."

Steve Osborn, managing director of corporate communications firm Netpresenter UK, added that the most important aspect of any internal communications programme is ensuring that employees see, read and absorb the information.

"This study shows that short, succinct messages delivered by screensavers, supported by additional content available through email and corporate intranets, is one of the most effective ways to achieve this," he said.

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