



We create chemistry

## How BASF Uses ContactMonkey to Show the Value of Internal Communications

### Challenge

Managing internal communications for a company as large as BASF is no easy task. Mark is tasked with keeping employees' in BASF's Agricultural Solutions group informed about the latest company news. He also has to avoid overloading his employees with emails, as BASF has many different overlapping distribution lists and employee groups.

***"We try to be very strategic with what we're sending out because people are already getting a lot."***

Managing your remote employees' email intake is crucial, as too many emails can make them tune out entirely. In addition to coordinating emails with other BASF groups, Mark understood the challenge of getting BASF's management on board with a dedicated internal communications tool.

Mark knew that his internal communications tool has to do more than just make the email process easier; it has to be able to provide concrete results that are easily communicable to management.

### Solution

***"I think that having a tool like ContactMonkey really gives us some proof points, which we don't normally otherwise have to prove the effectiveness of our internal communications."***

Mark's positive experience with ContactMonkey began immediately. "Fernando [Villanueva, AE] went above and beyond to help onboard our company with ContactMonkey." At ContactMonkey we take customer satisfaction seriously; we'll do everything we can to get you up and running.

When creating internal communications during COVID for BASF, Mark relied on ContactMonkey's email template builder to create engaging emails for his employees:

***"ContactMonkey has been instrumental for us managing internal communications during COVID. I was drawn to the fact that it was so easy to create templates and just make everything look perfect without needing some kind of outside agency or knowledge of how to do it, or without spending six hours making a single email."***

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**Mark Kaplan**

Global Internal Communications Manager at BASF

### ABOUT BASF



**INDUSTRY**  
**Chemicals**



**EMPLOYEES**  
**10,000+**



**EXISTING TOOLS**  
**Outlook**

BASF SE is a German chemical company and a leading chemical producer in the world. The global headquarters are located in Ludwigshafen, Germany, but there are offices and production sites scattered around the globe. BASF has customers in over 190 countries and supplies products to a wide variety of industries.

As Global Internal Communications Manager within BASF's Agricultural Solutions group, Mark Kaplan coordinates with other BASF internal communicators to help drive employee engagement. Mark is responsible for sending internal communications to about 2000 BASF employees and keeping them engaged while they work remotely and on site.



ContactMonkey is the only solution that enables you to measure individual employee email engagement and create beautiful responsive HTML employee newsletters from Outlook and Gmail.

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### Solution

But above all, Mark can easily show how valuable internal communications are for BASF using ContactMonkey. After downloading his analytics report from the campaign dashboard, Mark can back his conclusions with hard data:

***“ContactMonkey has been great in that I can download a report, attach it to an email, and send it to our top leadership and say, “Oh, wow. 88% of the organization opened this in the last 24 hours, I think we should do more of this.” It’s that little extra credibility.”***

### Key Takeaways

Mark uses ContactMonkey to create engaging internal communications for BASF employees in the Seeds and Traits group. He’s careful not to overwhelm them with emails knowing the complex structure of BASF’s distribution lists, but he still wants to get them crucial information that’s valuable to them. Mark accomplishes this by:

- Creating great-looking email templates using the email template builder.
- Using email analytics to pinpoint when his open rate will be highest.
- Proving the value of his internal communications to management to acquire support for future projects.

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