



How Seagate Optimizes Internal Communications With ContactMonkey

Challenge

“We were trying to increase our understanding of our internal employee audience’s online engagement and behaviors. Our audience is strictly employees, a unique demographic with unique interests and touchpoints.”

The Internal Communications team determined through surveying that email remained a popular communication channel for Seagate’s professional/knowledge workers.

“We realized that we would be well-served to understand what the employee behavior was with our emails,” Richard recalled about Seagate’s pre-ContactMonkey days. “We’ve been able to track intranet page views and other related metrics, time on page...[but] we didn’t have visibility to what kind of traction our emails were getting.”

Another criteria for Richard’s future internal communications was preventing employees from unsubscribing. If employees can opt out of internal emails, they can miss critical information.

“We were trying to find something that would work internally. Our audience is strictly employees.”

With these expectations in mind, Richard and his team partnered with their IT team to find a software solution. That’s how Seagate found ContactMonkey.

“That’s how we arrived with ContactMonkey. We set up a trial and it was proving to do exactly what we wanted.”

Solution

“As far as the metrics, it’s really cool. I share the metrics all the time.”

- Christine Robertson, Senior Internal Communications Administrator at Seagate

ContactMonkey was among the list of software solutions Richard’s IT team presented to him. What stood out was that ContactMonkey had the tracking options he needed to measure engagement, and prevented employees from opting out of receiving corporate emails.

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Richard Kanés
Senior Director
at Seagate

ABOUT SEAGATE



INDUSTRY
Computer Hardware



EMPLOYEES
15,000



EXISTING TOOLS
Outlook

Seagate Technology is a data storage infrastructure company that delivers world-class, precision-engineered data solutions developed through sustainable and profitable partnerships. Founded over 40 years ago, Seagate is on the cutting edge of the industry, constantly innovating new and more powerful hard drives, solid-state drives, and more data-storage technologies. The company has major facilities in the US, EMEA, and Asia, spanning product design centers and advanced robotic nano-manufacturing facilities.

Richard Kanés is Senior Director at Seagate. He develops strategy and lead execution of strategic company-wide internal communications, culture-building, community engagement, and corporate giving. Richard and his team keep Seagate employees up-to-date using intranet news, internal social tools, social media, corporate news portals, and videos.



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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[contactmonkey.com](https://www.contactmonkey.com)





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“That’s why we were looking for tools like this. Can we gauge some kind of engagement with our audience? I guess hand-in-hand with tracking is preventing users from opting out.”

With ContactMonkey’s email metrics at their disposal, the Internal Communications team were able to understand readership trends for “self-contained” email content; an email that didn’t require clicking on a link to access the information. They no longer had to depend on link clicks to track engagement, and enjoy using ContactMonkey to “amplify” their email content.

“What metric tracking has really helped solidify the fact that the approach we’re taking in terms of the “self-contained” model of content is working, and that employees are getting the information within the emails we send.”

- Katherine Chow, Senior Internal Communications Administrator at Seagate

Although their initial reason for choosing ContactMonkey was for our email-tracking, the Seagate team learned how useful our email template builder can be for creating branded internal communications from our Customer Success team. “Optimizing layout and refining the branding was not even a consideration at the time,” Richard remembers. “Once we were on board and Cathal [ContactMonkey’s Customer Success Manager] became our account manager, he actually regularly championed the benefits using templates.”

ContactMonkey’s Customer Success team played a big part in Seagate’s adoption of email templates. On previously encountering an error when sending emails, Tom Newsom, Staff Program Manager, remembers, “we had encountered an idiosyncratic error, this intermittent thing that would happen where an email wouldn’t send. It would give us this, “Your email surpassed this 4 megabyte attachment,” issue.”

Cathal was quick to diagnose the problem:

“Cathal said, “If you move to the templates, that won’t happen.” He all along was very good at hand-holding and guiding us in this direction. Once we adopted the templates, that intermittent issue disappeared.”

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ContactMonkey's HTML templates work well on desktop and mobile devices, and across all email clients. The templates are easy to build in the drag-and-drop template builder, where you can add all kinds of content to engage your recipients.

"That's been primarily one of my main goals just because my nature is marketing pretty much, and I know the benefits of having a clear, crisp experience from an end-user standpoint, whether it's on mobile or desktop."

- Christine Robertson, Senior Internal Communications Administrator at Seagate

Key Takeaways

Using ContactMonkey for their internal communications, Richard and his team are able to get a clearer picture of how Seagate employees engage with their communications.

- Without the need to use click-through links, the Internal Communications team can track self-contained internal email communications easily.
- Christine uses ContactMonkey's email template builder to create branded content and improve user experience.
- Email-tracking analytics help Richard and his team chart engagement trends for their emails.
- Seagate's internal communications team is very happy with the support they get from ContactMonkey:

"I already hopefully got the point across that Cathal has been great working with him. He's very responsive...It's actually been enjoyable working with them knowing that they're handling and listening to us. It's been, for me, a really positive experience."

- Tom Newsom, Project Manager at Seagate

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