



How Exemplis Uses Internal Newsletters to Foster Employee Engagement Across Multiple Locations

Challenge

Exemplis is undergoing a phase of massive growth and they're averaging double-digit growth year over year, with headcount doubling in the last three years alone. The team is spread out across multiple locations and has a remote sales staff across the United States.

When Corey started back in 2017, there were no internal communications. They had no newsletters of any kind and were just sending out random ad-hoc emails for announcements.

"Our receptionist would email: 'Hey, whoever left their coffee mug in the sink, please clean it and take it back to your desk.' And it's like, okay, that just went to 200 people."

Corey and her boss realised that they needed a way to send out meaningful content in addition to understanding and evaluating how employees were engaging with their communications and to ensure everyone was aligned with the core values and company vision.

"We need some metrics to gauge whether this is working or not. We're rolling out all these things, but we can't tell if employees are even clicking these emails. Our team is inundated with hundreds of emails a day. How do we know they are reading these and how do we know they find it valuable? We have no idea."

Before ContactMonkey, Corey was using Mailchimp. It was fine at first, until she had difficulties importing templates, employee mailing lists and found she had no way of whitelisting certain information.

With a constantly changing team spread all over the country, and with more product launches happening in one year compared to the last 23 years, Corey and the team needed a solution that would allow them to:

- Stimulate engagement between a diverse group of employees.
- Stay focused on growth while ensuring that employees continue to align with the company's culture.
- Resolve poor communication practices that existed across the company.
- Put metrics in place to gauge how their internal communications efforts were working and understand the return on investment from communicating effectively with employees.

“

We're averaging a 70% open rate on our weekly communication with click rates between 20 - 30%. Before using ContactMonkey I wouldn't have had any of that data.

”

Corey Kachigan
Employee Engagement Specialist

ABOUT EXEMPLIS



INDUSTRY
Manufacturing



EMPLOYEES
200-1000



EXISTING TOOLS
Office 365, Mailchimp

Exemplis was founded in 1996 in Southern California. They are currently the largest volume manufacturer of office seating in North America. Recently, they have expanded their product portfolio to provide their customers with a full suite of office furniture offerings.

Corey started at Exemplis as their Employee Engagement Specialist. She's now in the role of Engagement and Communications Lead (or as she likes to put it Lead Fun-gineer). Corey directly reports to the VP of Human Resources, and now handles all employee engagement, internal communications and corporate social responsibility at Exemplis.



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

“ContactMonkey allows us to communicate more consistently, but also be able to have the data to back it up. When we used to send out newsletters, we didn't really have a way to see who did or didn't open it, click and they couldn't interact with the communication besides reply to me, which was super cumbersome.”

When Corey was shopping around for an internal communications email platform, she wanted to be able to prove a return on investment for communicating with employees.

“We were trying to look for a platform where we can say, hey there's a return on investment for communicating with our employees and they can give us feedback on certain things, they can also tell if they like it or hate it.”

With ContactMonkey all employee communications come straight from Outlook, instead of a third-party system like MailChimp.

With ContactMonkey, the Employee Engagement team now has the power to:

- Start rolling out communications into smaller areas of the business where it still feels very consistent to the brand and who Exemplis is internally.
- Gather employee feedback and keep a pulse on how employees are actually feeling.
- Present data to the CEO and get input on execution on similar initiatives.
- Arm other team leaders who might want to create newsletters.

“Our team is pretty obsessed with the data attached to it. We always want to know the open rate, or how many people clicked the link submitted. Right now, we're averaging a 70% open rate on our weekly communication to the team with click rates hovering between 20 – 30%. For a manufacturing environment, we proud of that. Before using ContactMonkey I wouldn't have had any of that data.”

Since introducing ContactMonkey the team at Exemplis can now turn their newsletters into a two-way communication channel with pulse surveys and gather employee feedback through ContactMonkey's comments feature.

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“Our team loves to be able to give us real time responses. Giving our team the chance to interact with pulse surveys monthly, comments weekly and ratings frequently has allowed us to informally check in on our team without sending another bulky engagement survey.”

As small sectors of the company start to roll out their communications initiatives under Corey's guidance, communication can now be rolled out on a smaller scale whilst staying on brand. There's no longer the strain of using multiple platforms to get to the result. Her fellow employees can just plug and play with templates.

“We've started to use ContactMonkey for our manager workshops. It's a much smaller group, so we have 100% open rate, but the important part is seeing what links they click on. This helps our Training Manager know what material managers are searching for in between the workshops and shapes future training.”

Key Takeaways

One of the larger indicators of success is if employees are tuning into company communications. Since introducing ContactMonkey, Corey can now understand what actually engages employees and also conduct random pulse surveys and gather employee feedback in a consistent and efficient way.

With ContactMonkey's internal communication software the Exemplis team have benefited in the following ways:

- Communication with the team can now happen consistently and has data behind it.
- Updates and changes in the organization can be communicated in an effective, interactive manner, especially with multiple teams and during seasonal hiring cycles.
- Corey finds there are much fewer errors in the employee newsletter due to the design and functionality of the ContactMonkey internal communications tool and integration with Outlook.
- The team have become more accountable and can identify what actually engages employees.
- Prioritize connecting with employees and understanding where their pain points are.

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