Network Activator Gets Your Community Talking by Producing and Sending Newsletters

Does your business use an internal collaboration tool such as Jive or Microsoft Yammer?

If you do, how much value are you getting from it? Are employees using it regularly?

You don’t need to devote a lot of time to get the desired results. You can use a simple, crisp newsletter to drive engagement and reinforce the value of that application from your internal community.

Network Activator’s newsletter app can work with any community platform or social media site. It can perform all the hard work that comes with assembling and sending a newsletter regularly to your users. It gathers the best content and prepares the distribution lists. All you need to do is spend five minutes to review it, make a few adjustments — if you want to — and click “send.”

The app allows you to customize the newsletter; personalize it to specific groups, such as “active” and “inactive” users; and make other edits as you see fit.

What can you expect? A 20-50% jump in engagement as your newsletters nudge “quiet” members and encourage active members to contribute more insights.

Here’s how Network Activator’s newsletters made a difference with Amdocs, a leading provider of software and services:

Amdocs wanted to increase employee collaboration at its many locations around the globe. After it launched its enterprise social network — using Yammer — Amdocs turned to Network Activator to help drive engagement with group newsletters, as well as other tools. The company liked the results.

“Network Activator is a perfect fit on top of our Yammer network. Our group managers love how easy it is to drive engagement and value, using the Network Activator tools. We saw a 20% lift in engagement during the first few months.”

- Arik Rizer, Adoption Leader — Enterprise Social Network, Amdocs