Malone Workforce Solutions is a privately held business located in Louisville, KY that is now in its third generation of family leadership. Through a commitment to creating positive change in the businesses of their clients and the lives of their employees, Malone has expanded to nearly 40 offices in 9 states and continues to grow each year.

We sat down with Sarah Kaiser-Vaught to catch up on the project, how they use the system, and the success they have experienced in this Customer Spotlight.
improving office communication
Sarah Kaiser-Vaught, Marketing Manager, Malone Workforce Solutions

Tell us a little about yourself and your role at Malone Workforce Solutions.

I’ve been with Malone Workforce Solutions for more than 10 years and have been focused on how we market our business ever since I started here. Over that time, the work placement business has changed dramatically and our company has needed to adapt in order to best meet the needs of our clients and the candidates we represent. Technology is an obvious influence on how we communicate to external partners but as the business continued to grow, so did our full-time employee count and we knew we needed to work on our internal communication as well.

As that initiative began to develop, I was put in charge of finding a solution. Today I manage external marketing campaigns and internal communications to employees. My goals were to cultivate a tighter culture, enhance employee knowledge of corporate objectives, and help both customers and employees connect the right resource with the right client.

HIGH-TRAFFIC VISIBILITY
Located in the main corridor of the Louisville Malone office space, a digital sign displays information about potential employers looking for staffing options, along with dynamic data like news and weather to bring attention to the screen. The agency also uses their display to highlight their own staff, promoting a sense of unity between their 40 offices and acting as an educational tool to shed light on the activities and initiatives happening at their locations across the region.
What was the problem you were trying to solve by installing digital signage?

Prior to installing digital signage, our lobbies were cluttered with traditional posters and marketing materials focused on educating visitors about the services we offer and the branch staff that would be helping them at that location. Because everything was printed, information became stale quickly and it was time-consuming and expensive to update. We also had no method to communicate to employees via signage easily, so we started to look at options.

Has Digital Signage helped to solve your communication problem?

Since installing screens in our lobby, we have had a fantastic response from both guests and employees. During business hours when the lobby is open to visitors, we are able to schedule specific announcements that address those specific people and this has not gone unnoticed. They love it and comment often about it. This went a long way to help us cultivate relationships with visitors and our effort to make them feel comfortable and welcome in our offices.

From an employee perspective, we highlight staff on what has become to be known as the ‘Brag Wall’ which features pictures and comments from branch staff that changes regularly. It’s entertaining and helps us to reinforce our culture of success while having fun with both employees and visitors.

Between visitors being highlighted during the day and rotating employee comments, who is in charge of updating the screen and how much work is it?

I am in charge of updates and I must admit I was concerned about the workload required to get content created and published without being overwhelmed. We made this clear to Spectrio during the discovery session and they were able to help us automate new content insertions through the integration of Google Docs. The design of the content itself does not change often but the message does—When that happens, I just type it into Google Spreadsheets and it goes right on the screen.
I also use the online content editor, which is far more robust than I expected a web-based editor to be. From animations of elements, to layered content and video manipulation, the tool does everything I need it to do. It was also quite easy to use for someone like me that is not a true graphic designer.

So far I’ve been able to utilize templates from the content vault for all of my content needs. We have had discussions about designing things from scratch but we’ve found that the output from a template looks nothing like the original template provided and everything like our brand. I will probably use the content editor to create customized content from scratch at some point so I’m glad I have access to that capability. But for now, we’ll keep leveraging the templates in the vault.

**How exactly do you utilize the content editor? Do you start from scratch or use the provided HTML templates?**

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