



JAGUAR

Jaguar Cars Case Study

When it came to converting its Halewood factory in 2000 for the production of the X-TYPE, Jaguar Cars decided to install a communications system for employees that could be used as effectively on the production lines as in the company's offices.

The criteria was simple – Jaguar were looking for a tool that would enable employees to get the latest company news, quickly and easily and which could be integrated smoothly with existing communications mechanisms such as newsletters and management briefings.

"Netpresenter really selected itself for Jaguar."

As David Crisp, Manager, Employee Communications & Brand Pride at Jaguar says: "We liked the idea of being able to create screensavers that would communicate news in an easy-to-read and graphically attractive format on PCs in the production line rest areas as well as on individual's desks."

Today, Netpresenter is used across two sites – Halewood and the new Corporate Headquarters in Gaydon – as a means of keeping those employees up-to-date with what's happening in the company.

X-Type
S-Type
XJ
XK
Accessoires
R Performance
Used Cars
Future

X-Type

With a choice of two bodystyles – curvaceous saloon or sporty estate - the Jaguar X-TYPE delivers a level of power and refinement unequalled in this class. There are four engines to choose between; the 2.5 litre or litre V6 petrol units, and the 2 litre and 2.2 litre diesel engines.

The art of performance | JAGUAR

Netpresenter running on TV and PC screens at Jaguar



"Through Netpresenter, we can not only tell our employees about the introduction of new models but also what people are saying about them."

"Jaguar employees take a huge amount of pride in the brand and the cars that they produce," continues David. "Using Netpresenter, we are able to show them what journalists and customers think of our cars through the latest reviews. They also know about our marketing and sales strategies so they feel much more a part of the company."



"The photographs, videos and press clippings really do inspire me - no matter how frustrating some days may be!!"

Most important to David is what employees think. Jaguar continually seeks feedback from its employees as to how the content on Netpresenter can be improved. David says he's delighted with the response. One described Netpresenter as "an incredibly positive and informative tool." Another said it was "A great initiative and a really effective method to get information to us all."

Today, Jaguar is going through a further period of change with its closer integration with Land Rover, also owned by Ford Motor Company. The Halewood plant is also to go through another transformation, enabling it to produce the new Freelander range. David expects Netpresenter to be central to communications as the two companies build on the success they've both achieved in their long and distinguished histories.

Netpresenter is a leading developer of innovative internal communication software and emergency alert software solutions. The company's software is in use at organizations such as Nokia, Amsterdam Airport Schiphol, Volkswagen, Jaguar, Pratt & Whitney, Sony, DSM, Unilever, Eastman Chemical, and police and government agencies worldwide.



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