

Wood-Mizer's employee reach and engagement gets 500% boost with RedFlag

Wood-Mizer, the world's largest manufacturer of portable sawmills since 1982, recognized that it needed a better and more efficient platform for communicating with its employees, who work in variety of settings. The organization knew that it required a creative solution to ensure that all of its messages are received and read.

Wood-Mizer also sought to easily enable employee interaction to increase engagement, performance, and satisfaction. Wood-Mizer contacted Pocketstop, which implemented its RedFlag solution, a mass notification system that directly integrates with Microsoft Teams capabilities to enable multichannel messaging in seconds.



Wood-Mizer[®]
from forest to final form[®]

AT A GLANCE

Customer: Wood-Mizer

Country: United States

Website: <https://woodmizer.com>

Industry: Discrete Manufacturing

Customer Size: Medium (50 - 999 employees)

Products and Services: Microsoft Teams

Pocketstop RedFlag, Wood-Mizer, & Microsoft Teams

Customer Challenges

Low read and response rates and employees missing out on important information

Wood-Mizer's employee workspaces vary greatly—some are more traditional office environments, but even more workers are out in the field or at other buildings. The company operated its communications through one channel, which was reaching only about 20 percent of its workforce. Because not all employees always had access to their devices, Wood-Mizer needed a creative multichannel approach for communicating important information.

"We have a lot of employees who aren't in a typical office. They might be at a customer's site or on the manufacturing floor, where they aren't reading their emails. We wanted to find ways to make sure all employees, regardless of work location, could get our messages and respond." —Will Gott, HR Manager, Wood-Mizer LLC.

Partner Solution

Pocketstop's RedFlag system works with Teams to provide a mass-notification solution that can send messages in a single click via multiple channels: voice, email, SMS, and Teams itself. Wood-Mizer leverages RedFlag's capabilities both to deliver emergency and critical announcements and to provide company-wide general communications and messaging that helps improve employee engagement.

Wood-Mizer takes advantage of RedFlag to:

- Segment recipient lists and ensure that messages are reaching the right people using the channels they prefer.
- Draft templates for different types of information, including weather updates, policy changes, open enrollment, and company announcements.
- Employ multiple channels to communicate, including Teams alerts, voice calls, texts, two-way chats, and message acknowledgements.

Customer Benefits

Since the organization adopted RedFlag and Teams, Wood-Mizer has increased its ability to reach **a 100 percent of its workforce**. The company has also boosted its employee engagement rate **to 90 percent—a 500-percent increase in employee reach**. These changes led Wood-Mizer to explore additional communications, so they began sharing celebrations, such as work anniversaries and promotions, via the platform. These creative solutions have not only made the company's communications more effective, they have also helped employees feel heard and informed at all times, resulting in higher job satisfaction.

Text chat:

With an easily accessible direct line into human resources, employees utilize the text chat feature to ask about COVID protocols, absence follow-ups, benefits, and more.

Teams:

By using Teams and RedFlag messaging capabilities, Wood-Mizer can now ensure that recipients receive desktop or push notifications to alert them regardless of their location or device.

Full message functionality:

Wood-Mizer can now send multichannel messages with links and attachments, as well as action-based messages that use acknowledgements and polling, aggregating results in one location.