

THE ULTIMATE GUIDE FOR **MANUFACTURING INTERNAL COMMUNICATIONS**



yodeck

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CHAPTER

A New Era of Internal Communications

In today's fast-paced business world, internal communications have become more important than ever. Whether it's a small startup or a large organization, companies must ensure that their employees are always informed, motivated, and engaged. According to Gallup's State of the Global Workplace 2022 report, [only 21% of employees are engaged at work](#), which means there is plenty of room for improvement.

And as companies grow, so does the complexity of their internal communications. The most important thing nowadays is not just to deliver messages, but make sure that the right messages are being heard by the right people at the right time.

Now the real struggle is in the manufacturing industry. Engaging non desk workers can be proven to be a very challenging and tricky process, especially for the HR, IT and internal communication specialists. People who are working on this specific industry - engineers, technicians, operators, or line workers - are employees with high value, but usually under informed.

With all the different facilities and occupations, it's easy for important information to fall through the cracks. This can lead to miscommunication, misunderstandings, and mistakes.

The solution to this problem is simple. With the right technology, companies can streamline their internal communications and create a more efficient and effective system. By leveraging the latest tools and techniques, companies can connect with their employees, boost team spirit, share vital insights, advertise training opportunities and welcome new members through captivating visual media.

[*To read the full report, click here.](#)

Only 21% of employees are engaged at work.

- Gallup's State of the Global Workplace 2022 Report



In the next chapters, we will explore the key benefits of modern internal communications solutions and more specifically define how these solutions can help companies to:

- **Connect employees across multiple locations and departments**
- **Increase transparency and accountability**
- **Boost collaboration and teamwork**
- **Streamline communication processes and reduce errors**
- **Provide real-time updates and insights**
- **Improve employee engagement and satisfaction**
- **Celebrate milestones**

Whether you're a manager, an employee, or an executive, this guide will definitely be of great value to you. Get ready to discover the power of modern internal communications solutions!

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CHAPTER

Internal Communication Challenges in Manufacturing

The manufacturing industry plays a critical role in the global economy, producing the goods and products that drive growth and development. In 2021, Manufacturing contributed [*\\$2.3 trillion to U.S. GDP amounting to 12.0 % of total U.S. GDP](#). However, many companies in this sector face unique challenges when it comes to internal communication. Pain points such as misunderstandings, miscommunications, and the lack of collaboration can impact productivity, reduce efficiency, and result in costly mistakes.

To shed light on these challenges, research has been conducted to understand the experiences of professionals in the manufacturing industry. Specifically, based on a [**Harvard Business Review study, poor communication was the root cause of workplace conflicts in 56% of companies](#)

[surveyed](#). This highlights the importance of clear and effective communication channels within the workplace that can reduce frustration and tension among colleagues and increase productivity and engagement.

In the same direction, a study conducted by the Manufacturing Institute states that 46% of respondents feel isolated from colleagues in other departments, leading to missed opportunities for cross-functional teamwork and reducing overall efficiency. Furthermore, 32% of respondents struggle with outdated communication systems, such as email or paper-based processes, that hindered quick and efficient information exchange.

[*To read the full report, click here.](#)

[**Check the full report here.](#)

Based on the above information, it is easy to understand the importance of investing in a high quality and modern communication solution in the manufacturing sector. Implement a comprehensive internal communication strategy that prioritizes clear and consistent communication, accessible information, and promotes collaboration and teamwork. That is the key to create smooth internal processes and highly engaged employees.

In conclusion, the findings from these studies highlight the significant pain points in internal communication processes for many companies in the manufacturing sector. In the chapters below, it will be stated how someone can easily improve the working environment and create a more harmonious and effective workplace.



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CHAPTER

The Power of Internal Communication in Manufacturing

In the bustling world of manufacturing, the gears must turn seamlessly in order to produce quality products on time and within budget. One of the key components to achieving this is having effective internal communication.

Internal communication refers to the exchange of information and messages within an organization. It encompasses a variety of channels such as meetings, emails, newsletters, and more. In the manufacturing industry, internal communication is vital for the success of the organization and its employees.

Consider a production line in a factory. Each team member has a specific task to perform, but they must also communicate with each other to ensure that their work is properly coordinated. If one team member

is not informed of a change in plans or a delay, they may complete their task at the wrong time, causing a domino effect of mistakes down the line. This is why regular and effective communication among employees is crucial in preventing costly mistakes and ensuring that the production line runs smoothly.

Moreover, effective internal communication can also improve employee morale and satisfaction. Employees who feel informed and valued are more likely to be engaged and invested in their work. This, in turn, can lead to increased productivity and a more positive work environment.

In conclusion, internal communication is a vital aspect of success in the manufacturing industry. It helps to engage employees with updates that stand out, prevent mistakes, increase productivity for deskless workforce, and last but not least display safety protocols throughout all locations, from production to lab facilities. Organizations that invest in internal communication tend to see a return on their investment in the form of a well-oiled machine that operates smoothly and efficiently.





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Impact of Internal Communication on ROI

As the manufacturing industry continues to evolve and become increasingly competitive, organizations are looking for ways to improve their bottom line and remain ahead of the curve. Effective internal communication can have a significant impact on an organization's return on investment (ROI) and employee retention.

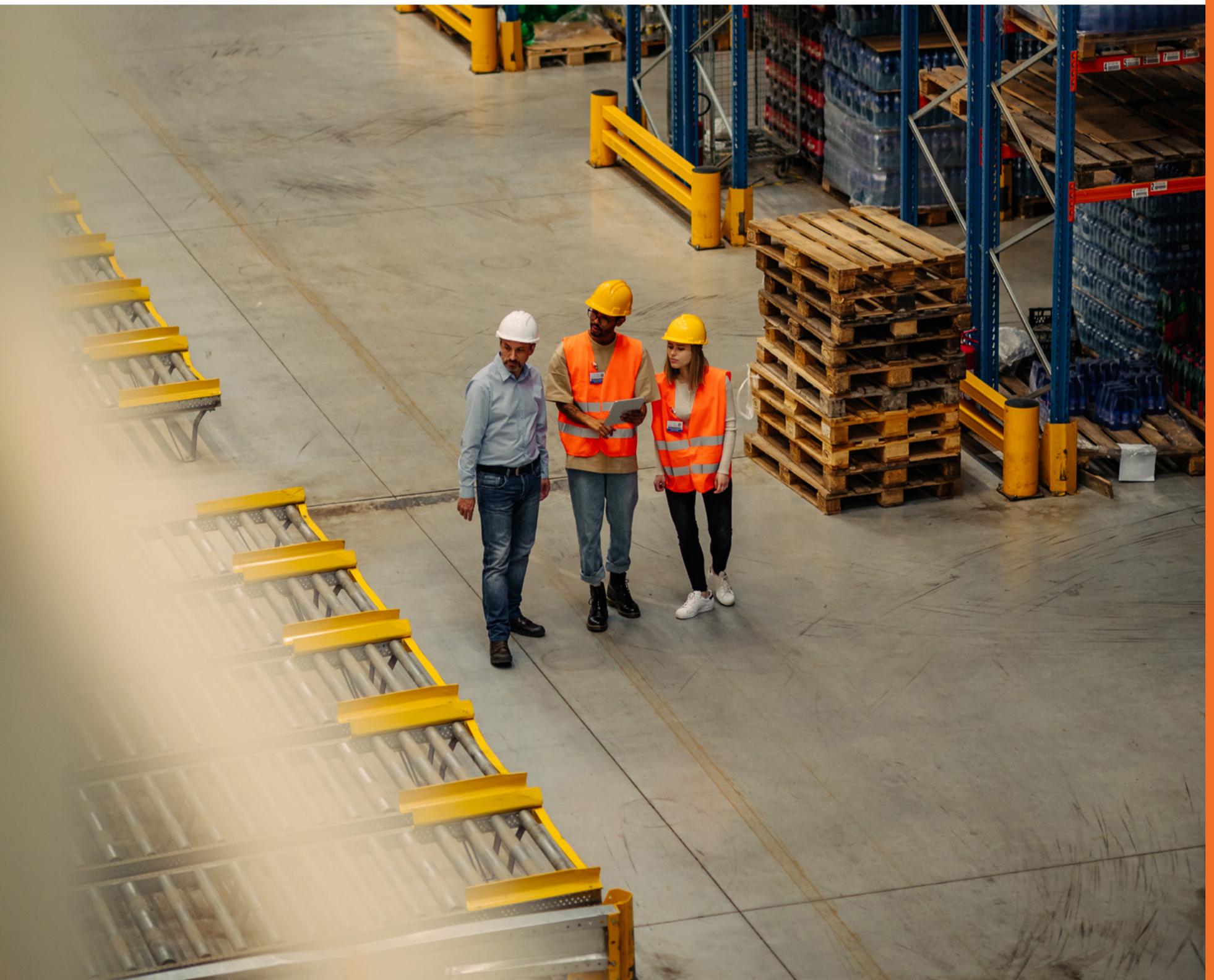
Firstly, it can increase productivity by ensuring that employees are aware of changes, updates, and important information in a timely and effective manner. When everyone is on the same page and feels valued, there is less room for mistakes and delays, leading to increased efficiency and higher productivity. This, in turn, leads to a positive impact on the bottom line.

In addition to the first point, customer satisfaction can also be boosted. When employees feel informed and valued, they are more likely to provide better service and make fewer mistakes. This can result in higher customer satisfaction, which can lead to repeat business and improved financial performance.

Employee retention is also positively impacted by an efficient internal communication system. When employees feel that they are part of the organization and are informed of important developments, they are more likely to stay with the company. This not only helps to reduce turnover costs, but it also helps to build a more experienced and knowledgeable workforce.

Moreover, effective internal communication can also help to foster a positive work environment. When employees feel that they are part of the team and are informed of important developments, they are more likely to be engaged and invested in their work. This can lead to increased job satisfaction and a more positive work environment, which can further improve employee retention.

In conclusion, it is clear that all the above have a significant impact on ROI and employee retention in the manufacturing industry. Organizations that invest in effective internal communication will see improved productivity, customer satisfaction, and employee engagement,





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Improving Communication with Digital Signage

In the fast-moving world of manufacturing, it's critical to have an effective method for communicating important information to employees. Traditional methods of communication such as email, meetings, and bulletin boards can be time-consuming and ineffective, leading to delays and confusion. This is where digital signage can play a very important role.

Digital signage refers to the use of digital displays, [such as LCD or LED screens](#), to communicate information in real-time. These displays can be located throughout the [manufacturing facility](#), providing employees with immediate access to important information such as production schedules, updates, and emergency alerts.

Firstly, digital signage for employee communications guarantees you get important messages across. Emails and corporate intranet alerts often go unread, and teams miss out on vital information. Signage screens, on the other hand, use images and videos that instantly grab people's attention and ensure everyone stays engaged, included and in the loop.

In addition, digital signage can also help to improve employee engagement. Interactive displays can be used to create a more engaging and interactive experience for employees, keeping them informed and involved in the production process. Celebrating successes & birthdays, advertising training courses and promoting fun company events motivates the workforce.

Moreover, digital signage is also a cost-effective solution. It eliminates the need for printing costs associated with traditional methods of communication, and it can be easily updated and managed from a central location.

In conclusion, digital signage is a powerful tool for improving internal communication in the manufacturing industry. With its low cost, ability to provide real-time communication, improve employee engagement, it has the potential to revolutionize the way organizations communicate with their employees. Embrace the power of digital signage and watch your organization thrive.





CHAPTER

Benefits of Digital Signage in Manufacturing

As stated above, it's essential to have an effective and modern method of communication with deskless workforce. Digital signage offers a range of benefits for organizations in the manufacturing industry, making it a valuable investment for each company's future and growth.

One of the key benefits of digital signage is improved efficiency. Rely on easy-to-display data metrics to improve production, meet targets and predict and fix problems and delays. Real-time updates and information displayed on digital displays throughout the facility help to keep employees informed and more productive.

At the same time, digital signs help to improve employee engagement and ensure loyalty. Celebrating successes and birthdays, welcoming new employees and sharing insights, make your workforce feel valued. Interactive displays can be also proven to be a useful ally to create a more engaging and fun experience for employees.

Another benefit of digital signage is its cost-effectiveness. It eliminates the need for printing costs associated with traditional methods of communication, and it can be easily updated and managed from a central location. This can result in significant cost savings for the organization.

Furthermore, digital signage also provides organizations with the ability to measure the impact of their internal communication efforts. Advanced analytics tools allow them to track employee engagement and measure the effectiveness of their communications, providing valuable insights for continuous improvement.



Last but not least, digital signs are also a great training and safety tool for the manufacturing industry. It can be used to showcase training videos and educational opportunities to empower the workforce.

In conclusion, digital signage offers a range of benefits for organizations in the manufacturing sector. From improved efficiency and employee engagement to cost-effectiveness and the ability to measure impact, it is a valuable investment for improving internal communication and driving success in this industry. Embrace the power of digital signage and watch your organization thrive.



CHAPTER

Tips for Internal Communication Specialists

As an internal communication specialist in the manufacturing sector, your role is critical to the success of your organization. You are responsible for ensuring that employees are informed and engaged, and that communication flows smoothly throughout the facility. Digital signage can play a significant role in supporting your efforts.

One of the ways digital signage can help is by providing real-time communication. Digital displays located throughout the facility can be used to communicate important information, updates, and alerts, ensuring that employees are always informed and up-to-date. This helps to prevent delays and mistakes, leading to increased efficiency and higher productivity.

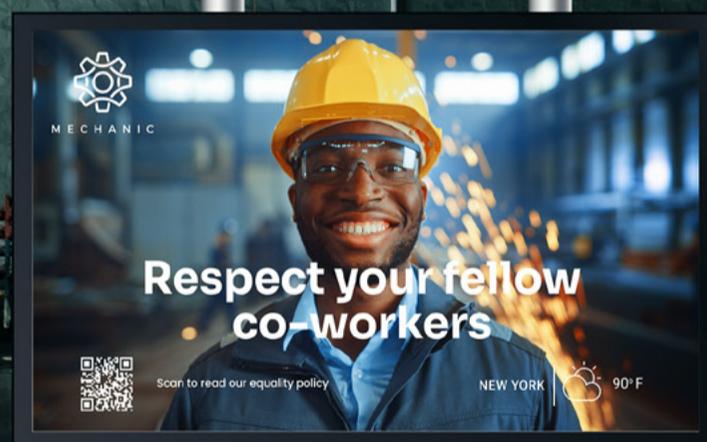
In addition, digital signage also provides a more engaging and interactive experience for employees. Interactive displays can be used to create a more dynamic and exciting work environment, keeping employees informed and involved in the production process. This can lead to increased job satisfaction and a more positive work environment, improving employee retention.

Digital signage is a powerful tool for supporting your efforts and driving success.

Another benefit of digital signage is its ease of use. Advanced management tools allow internal communication specialists to easily create and update content, ensuring that employees are receiving the latest information. This helps to streamline the communication process and eliminates the need for manual updates and printing costs associated with traditional methods of communication.

Furthermore, digital signage also provides valuable insights into the impact of your internal communication efforts. Advanced analytics tools allow you to track employee engagement and measure the effectiveness of your communications, providing valuable insights for continuous improvement.

In conclusion, digital signage offers a range of benefits for internal communication specialists in the manufacturing sector. From real-time communication and employee engagement to ease of use and the ability to measure impact, it is a valuable tool for supporting your efforts and driving success in this industry. Embrace the power of digital signage and watch your organization thrive.





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Types of Effective Content for Your Digital Signage Displays

As an internal communication specialist in the manufacturing sector, your goal is to communicate effectively with employees through digital signage displays. To do this, it's essential to use the right types of content. Here are some ideas to consider and save time:

- Company updates and news: Keep employees informed about company news and updates, such as new product releases, company milestones, and changes to policies and procedures.

- Safety and training information: Use digital signage displays to communicate important safety information and provide training on new procedures and equipment. Remind people of safety protocols with videos. On-screen emergency alerts and CAP keep your workforce safe.

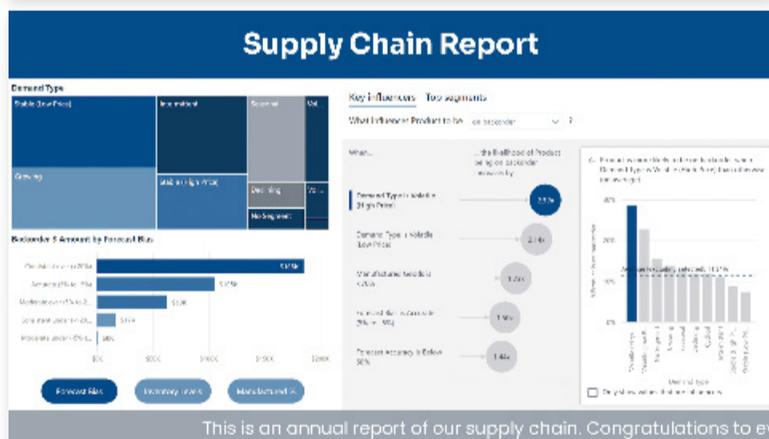
- Performance metrics and KPIs: Display real-time performance metrics and KPIs, such as production goals and efficiency rates. Rely on easy-to-display data metrics to improve production, meet targets and predict & fix problems and delays.

- **Employee recognition and rewards:** Celebrate successes & birthdays, welcome new employees and share insights. Make your workforce feel valued through digital signage displays.

- **Industry trends and news:** Keep employees informed about industry trends and news, such as new technologies and market developments, to promote a culture of continuous learning and improvement.

- **Engaging visuals and animations:** Use engaging visuals, animations, and graphics to make your content more interactive and appealing, keeping employees engaged and informed.

In conclusion, by using a mix of these effective content types, you can create dynamic and engaging digital signage displays that will keep employees motivated, and united. Remember to regularly review and update your content to ensure that it remains relevant and effective.



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Integrations with existing communication apps

What is it you want to show your staff? Whether you need to get them up to speed on your sales campaigns, or keep them on track with your equipment productivity, all you need to do is link up your screen to your real-time data source.

That's easy regardless of whether you're using [Tableau](#) or [Power BI](#), Google Analytics or [Grafana](#). [Yodeck's widgets](#) let you effortlessly bring your data up on-screen. And, if you don't find the widget you're looking for, [get in touch](#) and we'll get to work on making it possible.

For the manufacturing sector, we suggest using:

[Grafana: To display charts and graphs on screens with complete security](#)

[Power BI: To visualize business analytics, optimize your strategy and share insights](#)

[Tableau: To showcase dashboards, while ensuring stellar security](#)

[Birthday messages: To display birthday messages and make your employees feel valued](#)

Yodeck offers a [huge range of popular services](#) to make content creation an easy and fun process. Almost every 6 weeks, the Yodeck widget library is enriched with new apps, for every need. And you can use them completely free!



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Case Study

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How Berry Global uses Yodeck

This case study explores why and how Berry Global uses Yodeck Digital Signage Software to deliver its messaging.

Berry Global is one of the top plastic manufacturing companies, specializing in the design and production of custom plastic packaging solutions. The company offers a wide variety of products, including applicators, bags, caps, bottles, tubes, and more. It has a long history of providing innovative and high quality plastic packaging solutions to customers in the food, homecare, healthcare, consumer, and beauty markets. The company has a global presence and is active in the US, Europe, Asia, and Latin America. Berry Global is committed to sustainability, and maintains a strict quality management system to ensure that every product meets the highest standards.

Reece Harsley, Digital Experience Analyst at Berry Global, explained to us that they were looking for an easy to use, scale and manage digital signage solution that would give them the ability to manage multiple screens. And that's why they chose Yodeck. As they stated, they needed an off prem hosted solution that had competitive costs enabling them to look at mass deployment.

[Yodeck's extremely affordable pricing plans](#) meet the needs of all businesses. You can start your free account today to try our features out and then choose the pricing plan that suits your needs. In case you have one screen, you can stay on your free plan forever. But, if you have many screens, we additionally offer special pricing for large deployments. Plus, you can choose our affordable annual plan, and get free Player kits, too.

According to Reece Harsley, Berry Global uses Yodeck to share company and local site messaging across multiple geographical areas, from the US to China. As a fully [cloud-based solution](#), it allows users to upload and schedule content completely remotely! As the ultimate manufacturing signage solution, Yodeck provides you with all the tools you need to create and display engaging content, for 1 or 1,000s of screens - easily, reliably, professionally and affordably.

In comparison with other digital signage companies, Yodeck has plenty of strong advantages that make it the best solution for the manufacturing industry. According to Berry Global, they chose Yodeck because its cost allowed them to easily adopt, compared to other competitor solutions, in most instances ceasing use of already deployed methods. Plus, Yodeck allows them to display synchronous communication around the entire estate.

Yodeck offers a powerful, reliable and affordable digital signage solution that is tailored to all kinds of businesses. It offers features such as dynamic content scheduling, analytics, and user access control, all of which help businesses to easily create and manage their digital signage content. Additionally, Yodeck stands out from competitors with its 24/7 support, and flexible pricing plans that allow customers to pay only for what they need.

Based on the above, Berry Global would recommend Yodeck based on the merits of, low cost, simple to use reactive and helpful support.

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CHAPTER

Conclusion

Digital signage in the manufacturing sector is a powerful tool for improving efficiency, communication, safety and employees engagement. Companies who use digital signage tend to increase customer satisfaction, reduce costs and work better. [Our research found](#) that using digital screens in the workplace promotes further interest in the things displayed. This encourages employee engagement, which in turn increases productivity.

At the same time, digital signage is the solution for the companies who want to keep their teams on the same page, wherever they're physically located. By ensuring everyone is aligned, productivity is encouraged and a stronger team identity is built.

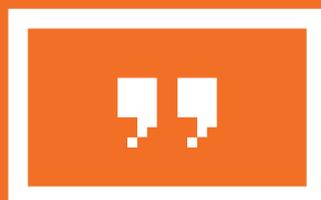
An easy to use and affordable digital signage solution like Yodeck is the key to a more efficient and smart work environment. As stated in the previous chapters, investing in a signage system is an investment to the future of your business.

Effective communication is critical for success in the manufacturing industry. Don't let misalignments hold your business back. Discover how Yodeck can help. [Book a demo today](#) or [create your free account](#) to enjoy higher productivity and greater success.

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