

Talk2Us and SnapComms sign reseller agreement

[Talk2Us](#), a Johannesburg-based brand engagement consultancy has signed a reseller agreement with SnapComms for the delivery of internal messaging and corporate screensaver software. The agreement includes the marketing, distribution and management of the SnapComms service offering throughout South Africa.

The software solution includes several tools which will show messages directly on employees' computer screens. The interactive screensaver tool displays targeted visual messages to employees in place of a standard screensaver. The tool is designed to accommodate video, flash, image, html and text. Each message can contain embedded hyperlinks directing staff to further information on a local site.

A desktop news feed tool is provided to deliver important internal communication messages and updates to staff, via an on-screen scrolling bar - or ticker tape. This ticker tool can broadcast already existing RSS feeds, hyperlinking headlines to an intranet page or another source.

The visually-branded pop-up alert tool ensures employees are kept up to speed with critical company developments or news that needs to be shared. Video, text and many other types of content can be delivered.

Improving communications

The solution makes use of existing Active Directory groups for targeting purposes, an important element of strategic stakeholder mapping. It increases the likelihood of employees reading company content, as it is considered relevant and timeous. Senders sign into the private Content Manager to create and send messages, as well as monitor delivery and employee feedback.

The tool has been developed in a way that enables the company to manage administrators' authoring and access rights. This makes it possible for more than internal groups to use the messaging tools for their own employee groups and communication purposes, enhancing the relevance of the message.

The SnapComms internal communications software was created in 2002, seeking better ways to communicate to employees. Since then, it has developed into a full suite of tools intended to overcome challenges faced by internal communicators in medium and large organisations.