

Day & Zimmermann boosts employee engagement and communications efficiency





THE CHALLENGE

Struggled to keep its dispersed workforce connected and informed due to outdated communication tools and overused and inconsistent email distributions, resulting in inefficiencies and disengagement.

THE SOLUTION

Selected Simpplr's modern intranet platform, centralizing communication, enabling fast, accessible updates and fostering a stronger connection across teams.

THE RESULT

The company achieved a 70% reduction in newsletter creation time and improved in 8 out of 9 critical areas of employee engagement and experience.

Industry:

Construction & engineering

Use cases:

Frontline communications

Employee engagement &

productivity

Why simpplr:

Ease of use

Mobile application

Newsletter



“Simpplr has been a game changer for Day & Zimmermann. It has allowed us to communicate more efficiently and keep employees connected no matter where they are. The time savings alone have been incredible, but more importantly, our employees feel more engaged and informed. The platform is intuitive, easy to use, and has truly transformed the way we operate.”



Matt Rivera,
Chief Marketing Officer

More than a century of service

Day & Zimmermann, an almost 125-year-old family-owned business, specializes in a diverse range of services including engineering, construction, security, and staffing. With thousands of employees distributed across multiple locations, including office-based staff and field workers, internal communication was a challenge. Prior to adopting Simpplr, Day & Zimmermann relied on SharePoint, an outdated communications tool which made it difficult to manage content and keep employees connected to the company's larger mission. Without a better solution, Day & Zimmermann risked employee disengagement, operational inefficiency, and inconsistent access to critical information — all of which could have undermined retention and agility.

With a workforce spread across North America and internationally, Day & Zimmermann needed a modern solution to address several key challenges.

Dispersed workforce

Many employees work remotely or in the field, making consistent communication difficult.

Outdated communication systems

Previous reliance on SharePoint and email created silos of information, making it hard for employees to find important documents and updates.

Employee engagement

Many employees felt disconnected from the larger organization, only aware of their own department's work.

Content management

Maintaining up-to-date content was a challenge, with old forms, documents, and policies lingering on outdated platforms.

Efficiency

Corporate communications staff spent up to 30 hours per week assembling newsletters and managing communication updates.



Why Day & Zimmermann chose Simpplr

Day & Zimmermann chose Simpplr to streamline internal communication and foster a more engaged, connected workforce. The platform's intuitive interface and mobile accessibility were key selling points, allowing the company to:

Centralize communications

Simpplr provided a single, easy-to-navigate platform where all employees including remote could find updates, policies, and news across the organization.

Ease of content creation

The communications team can now create, collaborate on and update content within minutes, significantly reducing the time spent on tasks like assembling newsletters.

Promote employee recognition

The platform supports employee recognition programs, where employees are celebrated for milestones and accomplishments, fostering a stronger sense of community.

Branded mobile application

Simpplr's mobile application was essential for Day & Zimmermann because it provided on-the-go access to critical updates for their dispersed workforce, including field employees and those without regular computer access. The branded, user-friendly mobile app ensured all employees could stay connected, access information quickly, and feel included, significantly improving engagement and fostering a sense of unity across the organization.

Use for campaigns

Simpplr has also been instrumental in launching internal campaigns such as open enrollment and innovation initiatives, allowing Day & Zimmermann to keep employees informed and engaged with key company programs.



Breaking new ground in communications leadership

Since implementing Simpplr, Day & Zimmermann has seen a significant improvement in communication efficiency, employee engagement, and overall organizational alignment. The company now has an agile, user-friendly platform that allows them to connect employees, share timely updates, and promote a sense of belonging within the organization.

70% reduction in newsletter creation time

Simpplr's streamlined content management capabilities allowed the corporate communications team to reduce the time spent on newsletters from 30 hours to less than 6 hours per week.

Increased employee engagement

By making communications more accessible and engaging, Simpplr helped Day & Zimmermann enhance employee connection to the larger organization. In a comprehensive third-party employee survey completed in 2023, (two years after implementation), Day & Zimmermann's engagement and enablement scores improved in 8 out of 9 critical areas. The scores exceeded industry benchmarks.

Employee retention

The Simpplr platform helped Day & Zimmermann create a stronger sense of connection and alignment across the company, directly impacting employee satisfaction and loyalty. In the same employee engagement survey, there was a significant increase in employees responding positively that they would recommend Day & Zimmermann as a place to work, and they intended to stay working at the company.

Better content management

Simpplr's automated review system ensures that all policies and documents are up-to-date, addressing the previous issue of outdated information being circulated.

Greater efficiency in internal events

Day & Zimmermann has used Simpplr to manage internal events, saving time and resources on logistics and making event information more accessible to employees.



Looking forward



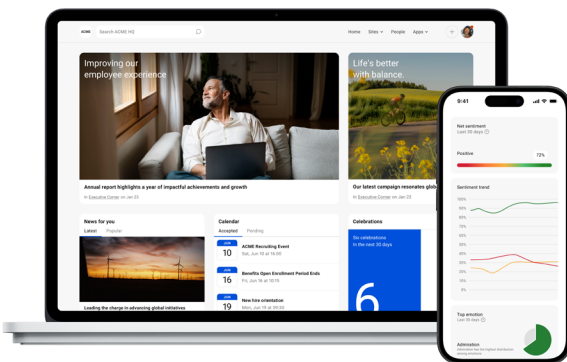
Day & Zimmermann plans to further integrate Simpplr into their operations, continuing to use the platform for campaign management, employee recognition, and real-time updates.



As they prepare to celebrate their 125th anniversary, the company remains committed to fostering a strong internal culture and keeping all employees connected to their mission and values.

About Day & Zimmermann

Day & Zimmermann is an almost 125-year-old, third-generation family-owned business specializing in engineering, security, and staffing services. Headquartered in Philadelphia, the company operates across a wide range of industries with a workforce of more than 3,000 staff employees and thousands of field employees in North America and beyond. Known for its commitment to innovation and operational excellence, Day & Zimmermann works to keep its employees and clients connected, engaged, and aligned with the company's values.



About Simpplr

Simpplr drives employee engagement and productivity through its comprehensive employee experience management platform. Leveraging AI, Simpplr delivers personalized, frictionless digital experiences, empowering employees to perform their best work from anywhere. For over a decade, Simpplr has been a trusted partner to 1,000+ leading brands, including AAA, Eurostar, Penske, Kimberly-Clark, Moderna, and Snowflake, creating transformative digital workplaces. Simpplr is headquartered in Silicon Valley, CA, with additional offices in the UK, Canada, and India. We are backed by Norwest Venture Partners, Sapphire Ventures, Salesforce Ventures, and Tola Capital. Learn more at simpplr.com.

+1.877.750.8330