

How Securitas Norway transformed its internal communication with PLAYipp



Number of digital screens
15

Industry
Security Solutions

The Challenge

Securitas is a security company founded in 1929 and is today a global leader in guard services, technical security solutions, and security consulting. With many employees spread all over Norway, effective internal communication is crucial but also challenging. Securitas Norway was in search of a dynamic and user-friendly solution for communication that could easily share information with all employees, regardless of their location.

The Solution

The choice fell on PLAYipp and its digital information screens. Atle Tollefsen, Delivery Owner in Cluster North for Securitas Norway, was impressed by how efficient and user-friendly the system proved to be.

"PLAYipp and the digital information screens were quickly in place, which was a flying start compared to previous systems," explains Tollefsen. With PLAYipp, it became easy for Securitas to update and customize content for audiences across the country, from the head office to the most remote local offices.



The Results

The use of digital information screens has impacted more than just the distribution of information. Securitas Norway experiences a significant increase in employee engagement after integrating PLAYipp's technology. This is partly due to the ability to present current and relevant information in a visually appealing way. "It has become easier to convey important security information, and we have noticed a clear improvement in how employees receive and respond to internal communication. The messages are received better and become more memorable," reflects Tollefsen.

When employees feel more included and are better informed about the company's operations and progress, their involvement and sense of community increases. A heightened awareness contributes to a stronger focus on safety throughout the organization, which is crucial for a company delivering security services.

"We have noticed a clear improvement in how employees respond to internal communication. It has become easier to convey important safety information, and we see that the messages are received better and remembered better"

**Atle Tollefsen,
Delivery Owner at Securitas Norge**

Future Plans

Impressed by the possibilities with the current solution, Securitas Norway looks positively at expanding the use of digital screens in the future. "We are exploring opportunities to expand the use, to also include for example sales and marketing," shares Tollefsen.

Securitas in Norway shares three tips for success with digital information screens

1. Plan Carefully

Before using digital screens, it's important to have thorough preparation. This includes defining the purpose of the screens, evaluating different types of content to be displayed, and considering security aspects. A clear plan ensures that you get the most out of your investment.



2. Keep the Content Dynamic

To engage and retain the audience's interest, it's important that the content on the screens is lively and continuously updated. This means regularly updating the information so that it remains relevant and engaging for the employees. Dynamic content keeps communication channels fresh and interesting.

3. Share Responsibility for the Content

By involving multiple people in the process of updating the screens, a wider variety of content is ensured, and the load on the IT department is reduced. It also promotes a culture where employees feel more involved and responsible for internal communication.

