

Internal brand connect - connecting employees

Palak Bhatia | August, 2011 (Pune and Hyderabad editions)



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With businesses and corporations going global and expanding their frontiers all over the world, employees are fast losing track of the progress of the very company they work in.

Though companies are growing exponentially, it is very seldom that their employees are initiated about their new ventures, ideas or projects. This creates a feeling of indifference and lack of interest in the staff, which can be harmful for their performance levels. For employees to give their hundred percent, it is important that they understand the values of the company that they work for and believe in them.

As a result, companies have started implementing the concept of 'Internal Brand Connect' in order to bring their employees together and keep them updated about new developments. Susir Kumar, CEO, Intelenet, elaborates on its importance, "An organisation's internal branding plays a vital role in connecting with employees and is a huge step towards brand engagement, brand commitment and brand loyalty. People need to be informed about the place they work in. There is a huge need of communicating effectively with the internal audience. Internal communication is essential to educate employees on where the company is standing, where it is headed, and how it is growing."

It is no longer sufficient for the wholesome growth of the companies to connect merely with their customers. Internal brand connect is quite different from the usual publicity efforts that are meant for customers. **Jayan Narayanan**, Associate VP and Head, Corporate Marketing and Communications, **CSS Corp**, explains, "In principle, internal brand connect is communication planned exclusively for employees; the content developed for engaging clients by the sales and marketing team is different in many ways. Each targets a varied set of audience and has a different communication agenda. In other words, Internal brand connect is essential for maintaining brand loyalty among employees - to retain them and enhance their performance. Whereas, the brand connect for customers is essential to maintain a good position in the industry among competitors."

But, what sort of programmes have the companies introduced in order to connect their employees internally? Margaret Rodrigues, Associate Manager - Corporate HR, Directi Internet Private Ltd. answers, "Good internal branding leads to a well-informed staff, that consequently plays a huge role in building the intellectual property (IP), product and service development, improved sales and a better bottom line. Hence, internal communication is the backbone of any organisational structure."

Internal brand connect is thus, essential for keeping employees up to date with the latest ventures of the company and works wonders in increasing brand loyalty. It helps them appreciate the new products being launched and gives them a sense of belonging towards their workplace.

Source: http://bit.ly/ascent_CSSCorp5