

CASE STUDY

How an integrated employee newsletter saves Edinburgh Airport 156 hours per year

CHALLENGE

Producing Edinburgh Airport's weekly employee newsletter, "The Weekly Edit," was a four-hour manual ordeal for the internal communications team. There was redundant effort across disconnected systems and making the newsletter visually appealing was painstakingly tedious. Additionally, their existing solution provided zero performance metrics, giving them no insight to the impact these newsletters had on their frontline employees.

SOLUTION

After switching to Interact's Email Newsletter, the internal communications team now uses drag-and-drop templates to easily build and send The Weekly Edit in one hour, instead of four. Since the email tool is integrated with their intranet, they can pull in content with the click of a button and don't have to worry about broken links. Analytics provide proof of the reach and impact of the newsletter on frontline employees.

“Before, creating our weekly newsletter was tedious and time consuming. Now we’re sending weekly roundups, IT updates, and security notices in the same amount of time it took us to send one email.”

Bethany Easton, Internal Communications Executive, Edinburgh Airport.



Email Newsletter

 Communication

OUTCOMES

75%

Decrease in time spent creating email newsletter each week

50%

Average open rate, which is in line with the industry benchmark

10-20%

Average click-through rate, which is above industry benchmark