

## Improving critical communications with Eko Broadcasting

### Company profile

Thanachart Bank Public Company Limited (TBank) is a leading bank headquartered in Bangkok, Thailand, with over 600 branches and over 14,000 employees distributed across one-half million square kilometers and located in all provinces within Thailand.

### Challenges

- Insecure and slow internal communication
- Inefficient and challenging call-tree process
- Remote branches and subsidiaries are not aligned in real-time on project status

### Solution

With Eko, Thanachart Bank leverages a powerful and efficient **Broadcasting** tool for daily and urgent notifications and updates between subsidiaries and departments. Thanachart Bank securely sends broadcasts to inform and educate staff about their new products, updates on policy & compliance and announce important company and marketing information. Thanachart uses the whole range of Eko's **Broadcasting** feature, sending texts, images, and even video-broadcasts to staff giving them a choice to effectively communicate their message.

### Results

Eko has improved Thanachart internal communication greatly. By leveraging Eko broadcasting, the company has seen a 75% efficiency increase for their call-tree process which has impacted almost 8,000 staff. Additionally, Thanachart Bank was able to transform their corporate culture as a result of encouraging employees of different departments and member companies to use Eko to transparently communicate with each other.

