



**Bringing teams closer**

**with Eko Group chats and Discover**

## Company

## profile

**TOA Paint (Thailand) Co., Ltd. (TOA Paint)**, together with its subsidiaries and joint ventures, develops, manufactures and produces innovative paint solution systems in South-East Asia for both household and industrial markets. TOA is the largest decorative paint manufacturer in South East Asia.





## Challenges

TOA Paint was founded in Thailand in 1964, and during the past ten years has expanded its business to Vietnam, Laos, Cambodia, Myanmar, Malaysia, Indonesia and the Middle East. As the company and its distributed teams grew, it became obvious that traditional communication methods weren't working anymore: remote sale teams were not aligned in real-time with HQ, workflows were too time consuming and paper-heavy. Finally, when employees received company news, there was no way for staff to send feedback or ask their questions.

## Solution

In 2016, TOA Paint approached Eko because they needed a communication solution that could help their remote teams communicate effectively and in real-time. Together with Eko, TOA Paint launched an IT modernization project designed to cover all company staff, increase operational efficiency and promote corporate culture.

Key features of TOA Paint's new communication system are Eko's Group chats, Forms and Discover. Group chats provide fast and efficient communication within specific teams or between regional sales managers and HQ; Eko Forms helped TOA eliminate paperwork and improve overall workflow processes, and Discover turned out to be not only a knowledge sharing tool, but also provided a unified channel for all employees feedback or ideas. Additionally, Eko's secure infrastructure ensures peace of mind for TOA Paint's communication.

## Bringing teams together

Right after the successful launch of Eko in 2016, many Group chats were created, bringing sales staff from same regions together and connecting remote managers to HQ. With Eko Group chats, distributed sales teams can immediately check stock or send reports directly to HQ on-the-go. Additionally, managers can remotely track performance and engagement of their team members. As a result, Eko Group chats increase day-to-day coordination efficiency between HQ and distributed sales teams.

## Facilitating workflow

As mentioned, synchronization between HQ and remote teams wasn't efficient with traditional methods. With Eko Forms, paper-heavy and time consuming workflow became distant memories: remote staff now easily sends e-forms and reports to HQ from any location, and get notified immediately once their forms are reviewed and approved.

## Building new corporate culture

With Eko's launch, TOA also spread company news through Eko Discover — compared to Broadcasts, this lets employees leave comments and share opinions on company updates. That is an important part of TOA's corporate culture, ensuring everyone is heard. Eko Discover also helps TOA with finding new “verified” employees: through the Hiring hub, current employees immediately know if there are open positions, and can recommend good candidates to earn rewards.



## Results

As a business located across almost 10 different countries, TOA Paint needs to have accurate and fast communication channels between staff. Eko helps TOA Paint reduce travel, training and allowance costs, and provides a mobile communication and real-time management platform for all company staff. Problems are now solved on-the-go and don't require face-to-face communication. Also, TOA Paint has developed better corporate culture and team support through Eko Discover.