

Improving critical communications

with Eko Broadcasting

Company Profile

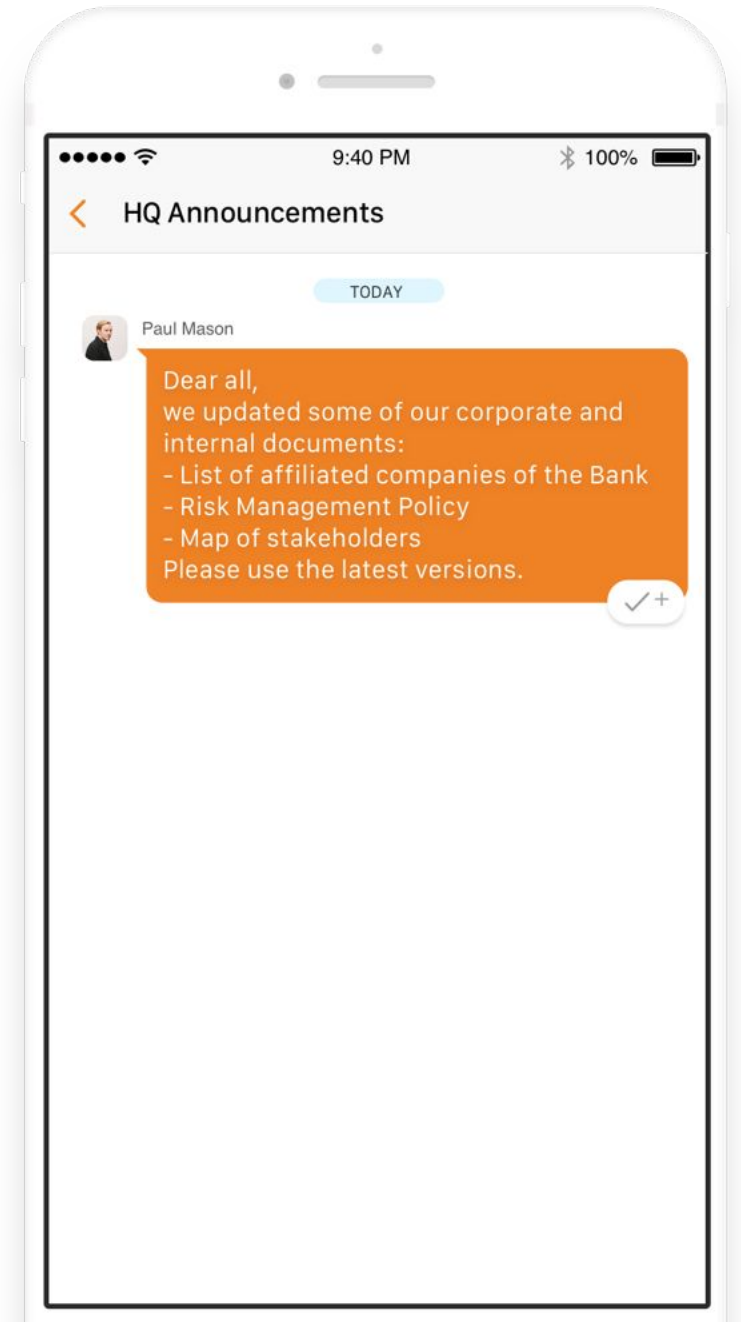
Thanachart Bank Public Company Limited (TBank) is a leading bank headquartered in Bangkok, Thailand, with over 600 branches and over 14,000 employees distributed across one-half million square kilometers and located in all provinces within Thailand.

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.