



How the PGA TOUR is improving global employee comms with Staffbase Email



The PGA Tour took their global employee comms from a bogey to a hole-in-one with Staffbase Email.

About the PGA TOUR

PGA TOUR members hail from around the globe. Through the world of golf, the PGA TOUR, backed by its network of volunteers, drives positive impact at unprecedented levels to support and improve local communities. The PGA TOUR and its tournaments have donated more than \$3.37 billion to date to support local organizations.



Founded:
1968



1,000+
employees



Ponte Vedra Beach,
Florida, USA



Offices: Austin, Atlanta, Phoenix, Richmond, Memphis, Maui, Akron, New York, China, Japan and the UK. The PGA TOUR also has remote employees around the globe.



Communication Channels:
E-Mail (Outlook), Digital Signage, Microsoft Teams, Video



About Dave

Dave Cordero is the Senior Director of Internal Communications at the PGA TOUR, where his role centers around employee communications and engagement.

Dave has spent the more than 20 years in communications, with a degree in Public Relations from the University of Southern California. He joined the PGA TOUR in 2017.



Dave Cordero

Senior Director of Internal Communications, PGA TOUR

“ *From day one, Staffbase Email solved two huge issues:*

1. We were able to design and send professional-looking messages that grabbed the attention of our employees.

2. We were able to track engagement by reviewing the open rate and read time of each message being sent.”

Challenge 1:

Small Team with No Design Support

Operating as a team of one, with the responsibility for communicating to more than 1,000 employees globally, it was necessary to work cross-functionally with all departments to inform and educate employees on tournament news, benefits, events, and everything in between.

To inform and align a global employee base, Dave created and sent a whole lot of internal email— including daily, weekly, bi-weekly, and monthly newsletters. As it is their main communication channel, Dave needed to send messages that were more engaging and polished than what he was sending with Outlook. But since Dave did not have, a dedicated designer, nor the, capacity to take on email design himself, he was stuck.

Challenge 2:

No Data to Inform Strategy

One day, after the PGA TOUR Commissioner recorded and emailed a video message to employees, he asked, “How many employees had viewed the video?”

Unfortunately, the team did not have an answer. Because they were sending with Outlook, they had no way to measure open rates or engagement.

And that was the moment when Dave realized it was time to look for an internal email solution that would satisfy the senior leadership team— and prove that their internal comms strategy was working.

Dave Needed a Way To:

- | Save time creating internal communications
- | Provide leadership with data on the impact of internal comms
- | Enhance their internal comms strategies based on that data
- | Support communications across the organization with a limited team
- | Create clean, professional emails that employees would want to read

“*We needed a tool that would provide open rate data.*”

— Dave Cordero, Senior Director of Internal Communications, PGA TOUR



Solution:

Staffbase's Analytics and Email Designer

With metrics on open rates, click rates, and read time, Dave could finally gather the data he needed to report back to his leadership team on the effectiveness of their internal emails. Now, his team is equipped to analyze which content pieces resonate most with their employees, so they can build data-backed internal comms strategies with confidence:

“ *The read time buckets are our favorite. We love gaining insight into how long our employees are reading our messages. This has allowed us to pivot and make necessary changes to the length and type of emails we send.*”

And making changes has never been easier for the team, now that they are using Staffbase's drag-and-drop Email Designer.



Being able to set and lock brand settings is essential for the PGA TOUR IC Team, since they've started inviting users across the organization to collaborate and send better internal communications: "We have introduced Staffbase to more than 10 departments. We love how easy it is to train our employees."

Result:

Impressed employees and more impact

Once Dave's team started using Staffbase, employees started to reach out to applaud the new designs. "We received a ton of feedback from employees. Primarily, how great our emails looked." With the right tools, Dave started to make much bigger waves:

“Even though we are a small team, Staffbase makes our internal comms team feel bigger.”

And through it all, the Staffbase Customer Success team has been right behind him: "The Staffbase team is fantastic."


TUESDAY TAP IN

June 1, 2021

IN THIS ISSUE:
1. DON'T MISS | 2. EMPLOYEE NEWS & UPCOMING EVENTS | 3. PEOPLE ON THE MOVE | 4. ICYMI | 5. EMPLOYEE OPPORTUNITIES

1. DON'T MISS


Why I love the Global Home!



In this edition of "Why I love the Global Home," members of Connet YOU discuss family life and the incredible flexibility of the new building. Want to be featured in a future episode? Email Courtney.Wagner.

First YOU Chat in the Books!

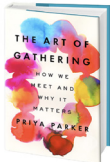
Speaking of the Global Home, we had more than 375 employees attend our first YOU Chat of the year in case you missed it (or need a little inspiration), click [HERE](#).



2. EMPLOYEE NEWS & UPCOMING EVENTS

Breakfast Book Club (in-person!)

Join us outside on The Terrace (Level 2 North side) of the Global Home **Tuesday, June 29, from 9-10 a.m.**, as we discuss *The Art of Gathering* with our Special Guest Host: **Kimber Knudsen**, Entertainment Business Operations.



At a time when coming together is more important than ever, author Priya Parker sets forth a human-centered approach to gathering that will help everyone create meaningful, memorable experiences, large and small, for work and for play.


Get your finances on track.

Can retirement plan advice help you save more? Click you asked.

Schedule an appointment between June 7-11, from 8 a.m.-6 p.m. with a Charles Schwab Advice Consultant who can provide personalized advice for your retirement plan account.

Reserve your preferred time*

*Reserved time slots will fill quickly and are scheduled on a first-come, first served basis.



3. PEOPLE ON THE MOVE

Please join us in welcoming our new hires, congratulating our promoted employees and wishing our departing colleagues well.


We understand how important it is to provide opportunities to drive talent retention and upward mobility. Please continue to engage with your manager for ways to exceed your individual and departmental DRIVE goals for the upcoming year.

Who's on the move?

4. IN CASE YOU MISSED IT

#MakeGolfYourThing

Matt Corey, Chief Marketing Officer, joined Connet YOU's Q2 Meeting to discuss one of the TOUR's newest initiatives "Grow the Game: Turning Momentum Into a Movement."



Hear what Matt had to say about the unified marketing movement that has industry leaders coming together.

Hear from Matt



Are you ready to grow?

Check out Staffbase Campus – our on-demand learning platform for internal communicators



[Start Learning](#)

campus.staffbase.com/

Interested in an employee app, newsletter or intranet?

Staffbase offers best-in-class communication channels to maximise reach and engagement. See how our solutions can help you reach your goals. No commitment, just a conversation! [Book a free demo](#)

