



# Cladtek unified a “digitally invisible” global frontline to achieve 80% monthly active usage.

How manufacturing giant Cladtek replaced fragmented silos with a single source of truth for 2,000+ global employees.



**Cladtek** reached its frontline-heavy workforce by replacing fragmented channels with a **single, mobile-first communication layer**, giving all employees a direct and reliable way to receive updates across global manufacturing sites.

By introducing a governed employee app and intranet solution from Staffbase, Cladtek connected 70% of previously unreachable non-desk workers and achieved **80% monthly active usage**, outperforming industry benchmarks. This worked because communication no longer depended on manager cascades and informal tools. Instead, it became direct, structured, and measurable across every location.

## Why Cladtek's frontline communication approach didn't scale

Cladtek's communication previously depended on emails, translated memos, and informal WhatsApp groups — an approach common in manufacturing. This failed because **frontline workers don't operate in inboxes**.

When most employees can't be reached directly, communication becomes inconsistent, delayed, and difficult to measure. At Cladtek, this showed up in four major ways: isolation between sites, fragmented messaging, reliance on a central team, and ineffective localisation.



**Triple-facility isolation:** The majority of the Cladtek workforce is concentrated in three main facilities — Batam (Indonesia), Rio (Brazil), and Dammam (Saudi Arabia) — where employees on the shop floor frequently felt isolated from the global business.



**Fragmented channels:** Before implementing a Staffbase solution, only 30% of employees (desk workers) lived in email. The other 70% were on the frontline, relying on managers screenshotting memos and sharing them in chaotic WhatsApp groups.



**The lean team trap:** With a small global communications team supporting multiple regions, the department became a bottleneck for every HR announcement and update.



**The localisation myth:** Simply translating a memo isn't localisation. Different cultural norms and communication styles across regions meant that global messages did not always resonate or land consistently.

**The result was operational misalignment at scale: 70% of the Cladtek workforce, the people actually building the pipes, were digitally invisible.**



## How Cladtek built a single source of truth for frontline communication

Cladtek recognised that frontline employees work in environments where **access, clarity, and timing** determine whether a message lands, so communication was redesigned to meet them where they are. To close these gaps, Cladtek partnered with **Nixfon Technologies** to deploy a branded **Staffbase Employee App and Intranet** to serve as the Single Source of Truth.

The deployment focused on decentralising content, allowing representatives from each department to share information directly within a governed framework. This shift led to three key outcomes:

- 1. Fostered operational unity:** Cladtek successfully moved from site-based silos to a “one team” culture, ensuring employees across functions and locations could access the same strategic updates and leadership messages.
- 2. Enabled governance & digitalisation:** By replacing informal messaging channels, Cladtek gained structured communication and the “hard metrics” to measure and improve organisational health.
- 3. Empowered functional ownership:** The platform reduced the reliance on the lean marketing team for all announcements, such as HR, Operations, and Safety notices, by giving departments the authority to push their own content.

## How Nixfon Technologies supported the rollout

Implementing a global employee experience platform is a people challenge, not just a technical one. As the authorised Staffbase partner for Southeast Asia, **Nixfon Technologies** combined regional expertise with hands-on commitment to ensure Cladtek's rollout was both successful and sustainable.

Working in close collaboration with both the Staffbase implementation team and Cladtek's lean communications team, Nixfon ensured the platform was configured to reflect Cladtek's unique operational realities — from the **cultural distinctions** between its Singapore headquarters and Batam manufacturing floor, to the **practical needs of a predominantly frontline workforce**.

Critically, Nixfon went beyond the technical setup, partnering with Cladtek to develop targeted strategies that drove staff adoption and improved platform onboarding rates — turning a successful launch into lasting, measurable engagement.

*“ We worked hand-in-hand with the Staffbase implementation team to ensure Cladtek's rollout was set up for success from day one. Understanding the local nuances across Singapore and Batam was critical – it allowed us to tailor the implementation in ways that a one-size-fits-all approach simply cannot. Beyond deployment, we also collaborated closely with Cladtek to brainstorm and refine strategies that significantly improved staff onboarding rates onto the platform. That's the value we bring as Staffbase's authorised partner in Southeast Asia.”*

— Guna Govin, CEO, Nixfon Technologies



## How Cladtek exceeded engagement benchmarks across its frontline workforce

By implementing a unified platform, Cladtek created a direct, measurable connection with its global workforce. Engagement exceeded industry benchmarks across every key metric, with consistently high active usage across locations.

Performance shows how consistently the platform was adopted across the workforce:

	Cladtek	Industry (Manufacturing) standard
Registration	71.2%	63%
Monthly active users	80%	76%
Weekly stickiness	76%	72%

*While many companies struggle with “ghost” users, Cladtek’s engagement rates prove that frontline workers want to connect when the tech is actually relevant and accessible to them.*

Beyond the benchmarks, usage data revealed how different teams engaged with the platform. In Brazil, employees primarily used the app for food menus, while teams in Batam focused on HR benefits and training. This allowed Cladtek to stop guessing and **tailor content to what employees actually value.**

Cladtek is now approaching **80% registration** across its global workforce, including employees who were previously unreachable on the shop floor.



## How Cladtek is evolving communication into a full digital employee experience

With the Staffbase platform in place, Cladtek improved **operational clarity, alignment, and visibility** across its global workforce. Leaders gained a direct way to communicate priorities, while teams on the ground had consistent access to the information they needed to execute.

Cladtek's vision for Staffbase extends beyond a news feed; it's the foundation of their broader **"One Team"** strategy that's focused on replacing fragmented systems and manual processes with a seamless, end-to-end **digital experience for every employee**.

Following the successful registration of the entire Executive Leadership Team, Cladtek intends to use the platform for direct, transparent communication from the senior leadership to every employee, regardless of role or location.

By continuing to analyse search data and engagement patterns, the team will refine their content strategy to further bridge the gap between office staff and frontline workers, ensuring the digital workplace evolves with the workforce's needs.

### Leadership perspective on the impact

*“Operations excellence depends on clarity and consistency. When our operations teams understand priorities, safety expectations, and performance targets in real time, execution improves. A unified communication platform strengthens that connection between strategy and execution, ensuring we operate as one global organisation.”*

— **Christopher Kamalaraj, Group COO & SVP of APAC Region**

*“Alignment is critical for our global manufacturing organisation. This platform is the direct link between our global strategy and daily execution, ensuring priorities are understood consistently across all regions and time zones. By fully engaging our people, the platform is the key to effectively executing as a local partner, which is the core of how we deliver a consistent, high-quality service and product, ensuring exceptional customer satisfaction globally.”*

— **Steven Goodier, SVP Global Sales, Marketing & EMEA Region**

*“Digitalisation allows for tracking and specific metrics. If you don't track, you don't know how to improve. This is essential for growth. We wanted our people to understand they are part of something bigger than just the place they show up to work.”*

— **Pear Nuntakarat, Group Branding & Marketing Manager**



Headquarters:  
Singapore



Industry:  
Manufacturing



Platform:  
Staffbase



Solution:  
Employee App  
& Intranet

## About Cladtek

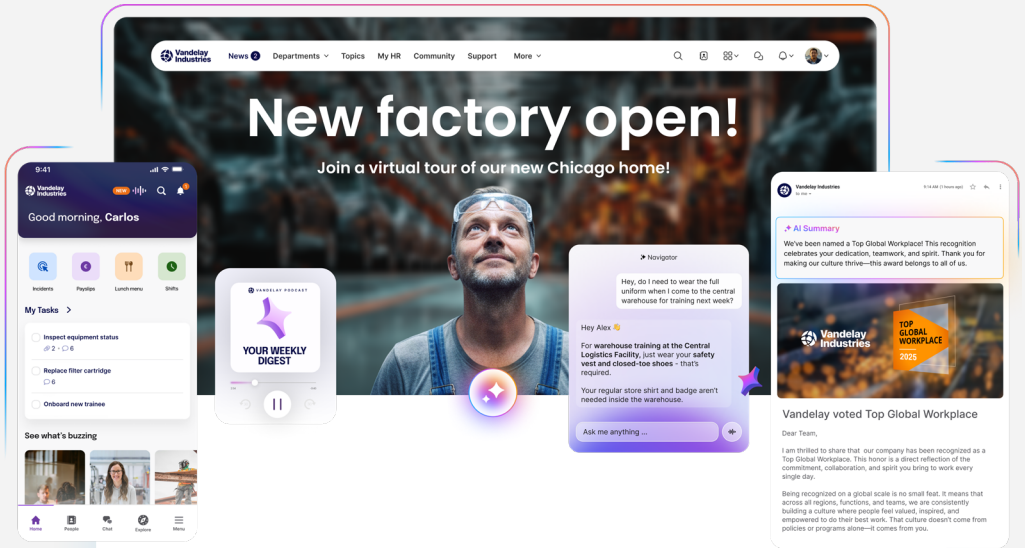
Cladtek is a leading provider of corrosion-resistant alloy (CRA) solutions, specialising in mechanically lined pipe (MLP) and weld overlay cladding. The company offers CRA-clad piping products and services across onshore, offshore, and subsurface applications, including geothermal, carbon capture, and hydrogen storage. Cladtek operates manufacturing facilities in Indonesia, Brazil, and Saudi Arabia and supports a global workforce of 2,000 employees.



## Key person: Pear Nuntakaratt — Group Branding and Marketing Manager

Pear leads global branding, marketing, and communications at Cladtek. She is responsible for driving brand transformation across international operations and developing data-driven strategies for commercial growth through clear, consistent communication.

She also leads the digitalisation of corporate communications, including the implementation of a global intranet to improve engagement, governance, and connectivity. Her approach aligns brand, business, and people, creating scalable communication platforms that support performance and culture.



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