



Driving Employee Engagement:

Toyota Finance
Australia's Email
Redesign Success Story



TOYOTA FINANCE AUSTRALIA

Toyota Finance's email redesign ensures a laser focus on internal communication.



Sydney,
Australia



2,000+
employees



Founded:
1982



Industry:
Financial Services

Toyota Finance Australia (TFA) is Australia's largest automotive financier and was the first finance company Toyota established out of Japan back in 1982. While they work closely with Toyota Motor Corporation, TFA's priority is to provide finance, insurance, and fleet management services.

Email is their preferred form of communication to reach their 2,000+ employees, the majority of whom are desk workers. Emma Mulroney, Internal Communications Manager at TFA, is a mighty team of one working hard to create and lead their internal communications strategy. She had been using Staffbase Email for some time to send out her team's weekly newsletter. She was happy with her progress but sought out the help of Staffbase Design Services to take her emails to the next level.



The Challenge

Emma was able to see that her emails were being opened, but she couldn't tell if employees were actually clicking and interacting. She also couldn't see if they were reading the entire message, or if they were only glossing over reading what was at the top.

“ *I was feeling like it was pointless – How do I know if people care? I couldn't use the info I had to influence my communications strategy.”*

said Emma.



Emma Mulroney

Internal Communications Manager

“ *I've used other email platforms previously such as Mailchimp and Vision6, and Staffbase is without a doubt my preferred tool. Staffbase Email is less clunky, links to our sharepoint sites, constantly making improvements, more capabilities, and overall just a much smoother experience.”*



Design plays a fundamental role in shaping a reader's perception and engagement. The right email design can ensure your message is read and received loud and clear, where it otherwise may have been glanced over and not digested. Emma determined that in order to level-up her communications, she needed to take a step back and review the way she was designing and structuring her messages.

The Redesign Process

Recognizing the need for internal communications to match the quality of external marketing emails, Emma was determined to ensure her messages didn't get lost in the sea of email fatigue. She sought to make them stand out in employee inboxes, so she began collaborating with Darin Gad, a Staffbase Senior Graphic & Information Designer with over 15 years of design experience.

“ *Diving into the design intake and understanding more about the audience was a key factor in my design process,*”

Darin emphasized. It was crucial for her to ensure that the audience remained front and center and that the new design helped increase engagement.

Third, let's dive into strategy...

3a

| What do you currently find most challenging?

Proving the success of my Communication strategy

Getting my audience to click on links in my email

3b

| What kind of content do you wish you were communicating that you want to add to your template for regular use?

Surveys and Feedback, Product Information about latest cars, Leadership news, Staff Benefits. She would also love to have quick link blocks at the top of the template so that users can move to the section they would like to read

3c

| From your point of view, what 3 things will make your internal communications remarkable?

Easy to navigate, great look, highly engaging content

Part of the
design questionnaire

Driven by a passionate interest in Emma's objectives, Darin delved deep into understanding her audience and analyzed TFA's brand guidelines, ensuring the new design would resonate with both Emma's vision and the company's overarching strategy. Together, they outlined Emma's goals and aspirations, aligning them with the brand ethos. Darin crafted **four unique design concepts** for her review.

“ I liked them all! We took bits from each design to create our ideal template. Darin took the time to train us, how to use it and have since checked in to answer questions. She has been really great and helpful,”

— Emma Mulroney, Internal Communications Manager at TFA

With the template complete, Emma was able to share it internally amongst other departments to compile their feedback. “We asked our internal team, what do you want to see? This way we knew we'd be preparing the most valuable design,” Emma revealed. The new design was complete and offered readers a much more visually appealing layout. And for Emma, it offered multiple benefits such as:



More in-depth metrics of open and click rates

A heat map to determine the greatest points of interest

Time savings with the ease of a drag-and-drop premade template

A professional design to ensure the strongest readership

The Results

Emma's key goal was to better understand the metrics behind her newsletters so that she could make informed decisions and drive TFA's internal communications strategy. She's now able to review key metrics and make adjustments accordingly, and save time preparing her weekly newsletters — which is crucial as a one-woman team. The templates have significantly reduced her content creation time, streamlined her weekly communications, and provided her with actionable insights to progressively increase employee engagement.

“ *If you want a team that will spend the time to get to understand what you want to achieve, Staffbase is right for you. Ensure you understand your audience so you can brief your team well. With that, Staffbase will work alongside you to prepare the ideal email template for your organization.”*

Interested in Design Services?

We'd love to help take your emails to the next level. [Learn more](#) about how email design techniques can help you engage your employees at the right place at the right time. Contact your Account Executive today to learn more about our Design Services and what we can do for you.

MYNEWS


HERE TO INFORM YOU

Thursday 13 October

Latest Covid-19 Updates - Submit MYNEWS - Submit a Question for TOYAKA 2022

NEWS

Senior Executive Team Journey To the Toyota Way of Working




In August 2022, our Senior Executive Team attended a training session that focused on the role of senior leaders in the implementation of The Toyota Way of Working.

Watch this video and find out their learning journey and how they utilised The TwoW knowledge and concepts to surface problems, diagnose the root causes and implement countermeasures to improve performance.

LEARNING CALENDAR

Click [here](#) to discover TFA's latest learning opportunities



NEW OPPORTUNITIES

Office Administration Assistant (Contract) – Melbourne, VIC

Sales Support Representative – 5 months (Contract) – Perth, WA


Dealer Development & Account Manager (Full Time) – Sydney, NSW

Fleet Dealership Manager (Contract) – Melbourne, VIC

Did you enjoy reading this story?

😊 😐 😞 🙄 😡 😬

End of Year Holiday Period – Plan and take a break!



2022 is flying by so fast! Did you know there are only 2.5 months until New Year's Day?

In line with TFA's ongoing commitment to the wellbeing of our people, we recognise the need for everyone to re-charge, re-energise and reset.

So, we are asking everyone to take a break over the holiday period between 19 December 2022 – 6 January 2023.

This will mean for some taking a total of 12 days of annual leave, should you wish to take the whole period. A well-deserved break to end 2022!

Whilst this isn't applied as a blanket shutdown across the business, your GM or people leader will be communicating with you further regarding your departments leave plans during this period, to meet internal and external customer needs over this period.

Don't delay – apply for your leave through [MYHUB](#) or your Workforce team today!

Button

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Here To Inform You

May 26th, 2023

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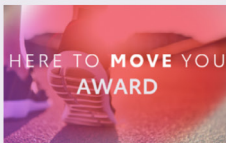
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Here To Move You – Q4 Awards



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Monthly MindFit – Hack Your Performance



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Performance & Development Plans



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Tell us what do you think about the new campaign?

Let us know in the comment:

★ ★ ★ ★ ★

This is an internal email and not intended for external distribution. Please do not forward.

TOYOTA FINANCE AUSTRALIA

Before the newsletter template

After of the newsletter template



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 maximize reach and engagement. See how our solutions can help you reach your goals.

No commitment, just a conversation! **Book a free demo**

