



# Impulsando el Engagement y la Eficiencia en Cosentino con **Staffbase Email**





## **Cosentino: una empresa global con desafíos únicos**

Cosentino es líder mundial en superficies innovadoras para arquitectura y diseño. Con más de 5900 empleados en casi 80 países y una facturación anual superior a los mil millones de dólares, la solidez de la empresa habla por sí sola. Sin embargo, esta presencia global suponía un reto para comunicarse con todos los empleados con la misma eficacia. Cosentino eligió Staffbase Email para mejorar la eficiencia y engagement en este aspecto,

## **María Luisa García Pérez: una experta con una visión clara**

María Luisa lleva más de 20 años impulsando la comunicación interna en Cosentino. Su objetivo: desarrollar estrategias de comunicación globales que realmente alcancen a todos los empleados de Cosentino. Se centra en la innovación, la eficiencia y, sobre todo, en soluciones prácticas que generen resultados y analíticas alineadas a la estrategia corporativa.



**El reto:**

## **Muchos empleados, pocos recursos y retroalimentación casi nula.**

Cosentino se enfrentó a desafíos comunes en muchas empresas con presencia internacional.

Pensar globalmente, comunicar localmente: Los empleados de todo el mundo esperan información personalizada y relevante.

Equipo pequeño, gran tarea: Solo tres personas se encargaban de planificar, diseñar y enviar todos los mensajes internos.

Sin medición del éxito: No existía forma de comprobar si los mensajes se recibían y llegaban a los empleados.

Imagen de marca inconsistente: Sin un equipo de diseño propio, era difícil garantizar una presencia de marca coherente y profesional.

*«Nuestras plantillas dentro de Staffbase Studio ahorran muchísimo tiempo a la vez que proporcionan contenido profesional y atractivo.»*

Maria Luisa Garcia Perez,  
Global Internal Communications General Manager, Cosentino





Dear colleagues,

As the year draws to a close, we want to express our gratitude for your active participation in our virtual sessions: Virtual Coffee With Management and Internal Communications Talks. These activities were designed to foster new connections among colleagues across various organizational levels, as well as to enhance communication and transparency regarding specific processes and initiatives. We hope you found them enjoyable!

Looking ahead to 2024, we invite you to share what topics you'd like us to cover, as well as your suggestions for additional topics you have in mind.

[Selections and suggestions](#)



**Virtual Coffee with Management**

You will have the opportunity to listen to one of the members of management for 20 minutes and ask questions about the topic discussed. This is a dynamic and participative talk for a small group of employees. During the session, each participant will introduce himself/herself and will have a turn to speak.



**Internal Communication Talks**

These are informative talks that were created with the aim of creating a virtual and/or face-to-face meeting between different departments. They last 30 minutes, and attendees can also ask questions.

Thank you for your continued engagement and participation!

Sincerely,

Internal Communications | Communications and Corporate Reputation

Did you like this internal communication?



Give us your feedback

[Survey](#)



COSENTINO



Dear Sales Team,

The latest DBU newsletter with Digital Product updates is now available.

[Fabricators](#)

[Detail of the origin of Natural Stone](#)

As a novelty, our customers will be able to know the origin of the Natural Stone of our products. This means that they will be able to see where the material has been purchased or from which quarry the stone has been extracted.



Better visual experience and usability: allowing users to explore and select colours more efficiently



More spaces available to display a greater number of colours: allowing users to see more options and choose that best suits their needs



More spaces available to display a greater number of colours: allowing users to see more options and choose that best suits their needs

We remind you that DBU is now on Offpack!

A section where materials in different formats will be enabled, providing support for your commercial visits and interactions with your clients to achieve your goals.

Access the first content pack e-flyers of digital products for each professional group.

[Access Offpack - DBU](#)

Sincerely,  
Digital Business Unit

Did you like this internal communication?



Give us your feedback

[Survey](#)



COSENTINO



**C-People Grow**

# Organizational Improvements

**Sustainability, safety, health & well-being, and labor relations**

Cantoria, December 1, 2023

Dear colleagues,

A year ago, we strengthened our unwavering commitment to Sustainability at Cosentino with the creation of the Global Sustainability and Safety & Health Board, under the leadership of our colleague Ramón Ruiz. Over these 12 months, the comprehensive deployment of a key aspect for the company's future has been significant. After 11 fulfilling years with us, Ramón embarks on a new journey for personal reasons. On behalf of the entire company, we want to express our gratitude for his dedication, enthusiasm, and professionalism, and wish him the best in this new phase.

Thus, effective January 1, 2024, we will address the following adjustments in our organizational model under the direction of our Corporate EVP Alvaro de la Hoz. We consolidate our commitment to sustainability and safety in the following blocks:

- Emilio Cruz takes on the role of Global Director of Sustainability and Corporate Affairs. The synergies between Public Financing, Corporate Affairs, and Sustainability are significant and drive this integration. The Environmental Sustainability team, led by Gloria López, is integrated into this new area.

We start this new phase across different departments with great enthusiasm and seek your full support for the teams.

Thank you very much,  
Paco Robles

Did you like this internal communication?



Give us your feedback

[Survey](#)



COSENTINO

Comunicaciones Internas

**COSENTINO**

**C-People Welcome**

# Hello!



Rafa Domene  
Global CIO

**NEW HIRES** | **BUSINESS EXECUTIVE**

**Updates at the Business Leader Level**

Dear Team:

We are excited to share with you the appointment of Rafa Domene as Global CIO on Monday, February 12, 2024.

Rafa, originally from Almería and a Telecommunications Engineer from the Polytechnic University of Madrid, began his career as an IT consultant at Norstestemos, focusing his subsequent years on Operations/Customer Service of companies such as Airtel, Retevisión, and Jozzat. In 2010, he embarked on an international journey that, over the last 13 years, has taken him to Dubai and Boston with TeleTech (now TTech) and Neoris. Prior to joining Cosentino, Rafa served as VP of Intelligent Automation at TTech ([www.ttech.com](http://www.ttech.com)), a multinational company based in Colorado (US), providing technology, consulting, and analytics services focused on customer experience. Now, with his return to Cosentino, he comes back to his roots in the Comarca del Almanzora.

We are enthusiastic about starting this new chapter in the Business Technology area with Rafa's incorporation. We are confident that with everyone's cooperation, his onboarding at COSENTINO will be an experience that allows for a swift adaptation to the company.

Sincerely,  
People

Did you like this internal communication?

Give us your feedback

[Survey](#)

 [Cosentino Chatter](#)

 [Intranet Cosentino](#)

**COSENTINO**

**C-People Care**

Internal Communications

**COSENTINO**



**C\_Hall**

Paco, Openly

**SAVE THE DATE** | **20 DECEMBER**

**C\_Hall: Paco, Openly**

2023 has been a challenging, yet exciting year. And there is no better way to make a recap and talk about the expectations of the new year than in the very own words of our President, Paco Cosentino, in an intimate and close conversation with the employees.

We will be waiting for you on December 20, at 5:00 pm Spanish time. Connect at the link that you will receive as an Outlook calendar invite. Please note that the video will remain online for 48 hours if you cannot connect at the scheduled time.

Join us to make 2024 a meaningful year!

Sincerely,  
C\_Hall Team

Did you like this internal communication?

Give us your feedback

[Survey](#)

 [Cosentino Chatter](#)

 [Intranet Cosentino](#)

**COSENTINO**

«La plataforma de Staffbase se ha convertido en el centro de nuestra organización. Nos ha permitido ser mucho más eficientes y ahora podemos demostrar el éxito de nuestras campañas.»

— María Luisa García Pérez

## El Resultado

# Menos esfuerzo, mayor satisfacción y mejores resultados.

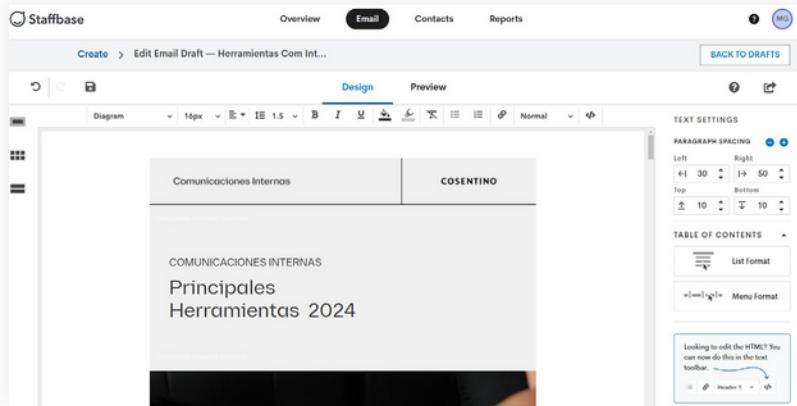
Desde que se implementó Staffbase Email, la comunicación interna en Cosentino ha mejorado notablemente.

Mayor alcance con menos esfuerzo: Un equipo pequeño gestiona la comunicación interna eficazmente para más de 5900 empleados, sin estrés adicional.

Mayor compromiso de los empleados: La tasa promedio de apertura del 70 % demuestra que la comunicación está bien recibida por casi todos los empleados.

Mejora de la cultura de retroalimentación: Las encuestas continuas ayudan a comprender mejor las necesidades de los empleados y a atenderlas adecuadamente.

Imagen profesional: Los correos electrónicos con un diseño uniforme fortalecen el espíritu de equipo y la identificación con la empresa.

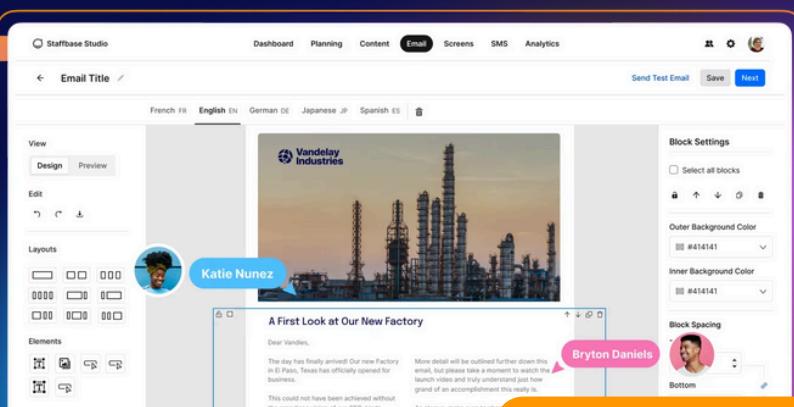


# El futuro de la comunicación interna: medible, personalizado y seguro

Planifica, diseña, envía y analiza correos electrónicos directamente en Staffbase.

Staffbase Studio: todo lo que necesitas en una sola herramienta. Gracias a su editor intuitivo y sus funciones de análisis avanzadas, sabrás exactamente qué conecta con tus empleados y qué los motiva de verdad.

4.7/5



The screenshot shows the Staffbase Studio interface. At the top, there's a navigation bar with 'Staffbase Studio', 'Dashboard', 'Planning', 'Content', 'Email' (which is highlighted in black), 'Screens', 'SMS', and 'Analytics'. Below the navigation is a 'Send Test Email' button, a 'Save' button, and a 'Next' button. A 'NEW' badge is visible on the left. The main area is titled 'Email Title' and shows a preview of an email to 'French Fries'. The email content includes a large image of an industrial factory at sunset, a video player placeholder for 'A First Look at Our New Factory', and two callout boxes with portraits: 'Katie Nunez' and 'Bryton Daniels'. To the right of the preview are 'Block Settings' for the video player, including options for 'Outer Background Color' and 'Inner Background Color'. On the far right, there are four icons: 'Plan' (calendar), 'Design' (pencil), 'Send' (envelope), and 'Analyze' (bar chart). Below the preview, a yellow button with the text 'Solicita tu demo ahora' and a URL 'staffbase.com/employee-email'.

staffbase.com/employee-email



Staffbase te ofrece una solución integral para apps de empleados, newsletters e intranets, diseñada para aumentar de forma significativa el alcance y el impacto de tu comunicación. En lugar de solo contar clics, nos centramos en resultados reales. **Solicita una demo ahora sin compromiso: [staffbase.com/employee-email](http://staffbase.com/employee-email)**