

# Yielding results:

How YAGEO adopted a new platform and secured high adoption and engagement



# Challenge

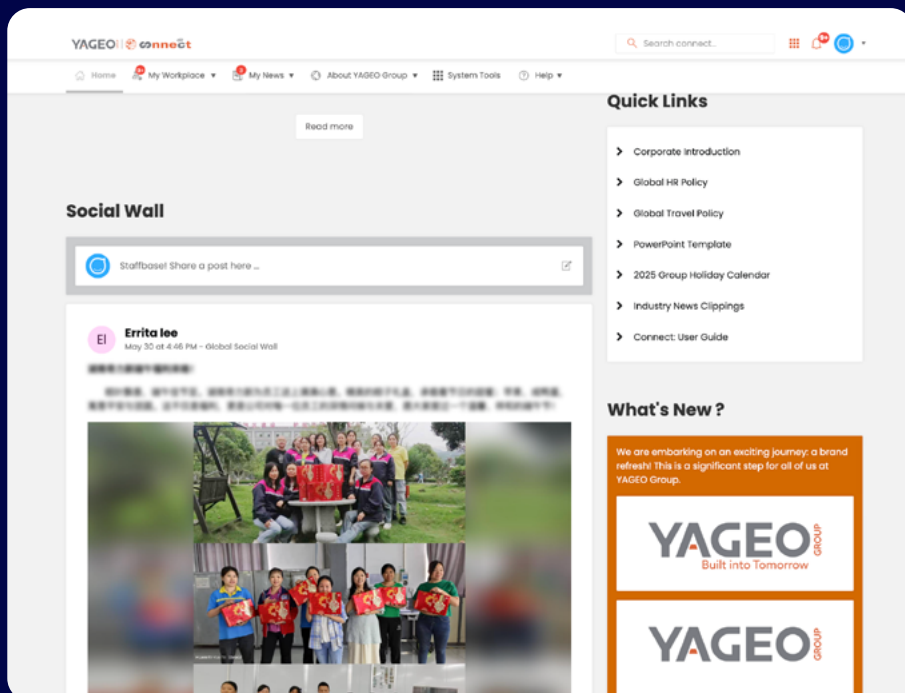
Yageo Group continuously welcomes new workers from across the globe and needed to unite its teams under its parent company's corporate culture. Previously, each company location had its own system platform, leading to scattered and difficult-to-manage information. To rectify this, a unified communication platform was required.

# Solution

A single, consistent platform for internal communications was the remedy for disjointed legacy systems and messaging. Yageo Group's new Staffbase platform helped ensure that company policies and essential updates were accessible to all branch offices via a centralized hub. Now, employees can access information and contribute ideas, cultivating connection and belonging.

# Results

With a 90% active user rate and a spike in weekly users, Yageo Group established a unified and heavily used employee internal communication platform. Dispersed, outdated systems and platforms in various locations, were replaced by the new Staffbase platform, which made global internal communication, messaging, and collaboration easier than ever before.



# Uniting Yageo's Worldwide Workforce with Connection, Collaboration, and Communication



40,000+  
employees



New Taipei  
City, Taiwan



Founded  
in 1977

## Challenges

Yageo Group, with over 100 locations globally, struggled to integrate its new acquisitions, particularly in familiarizing new teams with the parent company and its corporate culture, as well as keeping them informed about the latest news and activities from other regions. Employees faced challenges accessing critical updates, aligning with their parent company, and engaging with initiatives, highlighting the need for a centralized platform. The challenge was compounded by limited online platforms and inefficient email-based communication, making it difficult for new employees to feel fully connected and engaged with the global organization.

### **Lack of unified corporate culture across borders and mergers**

Yageo Group operates a widely dispersed global team, but they needed newly acquired and current employees to be unified under one cohesive corporate culture, no matter the location or preferred language. They also required swift global dissemination of company messaging.

## Fragmented messaging and communication that needed to be rectified quickly.

To ensure its global workforce understood its company vision and goals, Yageo Group required that all messaging, systems, networks, and information be centralized within a single platform quickly. This solution offered streamlined access to critical communication.

## Why Staffbase?

Yageo Group faced major communication including fragmented systems, a lack of unified employee messaging, and difficulties integrating newly acquired companies. Each acquisition brought unique systems and minimal internal communication tools, prompting Yageo to adopt a single platform to connect over 40,000 employees across more than 100 locations under one centralized communication hub. Partnering with Staffbase as a trusted advisor, Yageo accelerated its digital transformation, creating a streamlined solution to unify company culture, applications, and networks into one comprehensive knowledge hub.

***“Staffbase accelerated the improvement of corporate cohesion, messaging, and working by establishing a unified internal communication platform that seamlessly integrates information and applications from all Yageo entities globally. Staffbase’s powerful features, intuitive interface, and robust multi-language support capabilities make it an ideal, scalable solution for our needs.”***

Deployed centralized information hub: Yageo Group’s motto is “One Yageo, One Team, One Goal,” but to bring this vision to life, they needed a centralized information hub powered by an advanced platform. The goal was to enable seamless communication and knowledge sharing across their 40,000-plus global workforce, no matter the employee’s location, language preference, or company affiliation.

Enterprise success demanded rapid launch and adoption: Struggling to foster corporate cohesion following multiple mergers and acquisitions and a large, disconnected workforce, Yageo Group required the rapid adoption of a one-stop platform to unite all acquired companies and employees under one “roof.” Tailored specifically

for Yageo, the new Staffbase platform met these demands and also offered new ways for employees to consume information with company-branded content, targeted news, and streamlined messaging capabilities to effectively distribute communication globally—whether to the entire company or specific teams—ensuring clarity, alignment, and improved engagement at every level.

Bridging the culture gap with a modern, agile platform: Yageo Group sought to rally and connect its global, multicultural workforce to achieve company objectives while enhancing collaboration, productivity, and alignment. Introducing a user-friendly platform cultivated a cohesive culture where employees felt engaged with their roles, teams, and the broader organization, fostering a strong sense of community and reinforcing a vibrant corporate environment.

## One Vision, One Voice: How Yageo United Global Teams Through Communication

*“Implementing the Staffbase platform allows us to move towards the vision of “One Yageo, One Team, One Goal,” fostering a sense of belonging within the Yageo family and enabling employees to understand what’s happening across different locations, connecting them with colleagues worldwide.”*



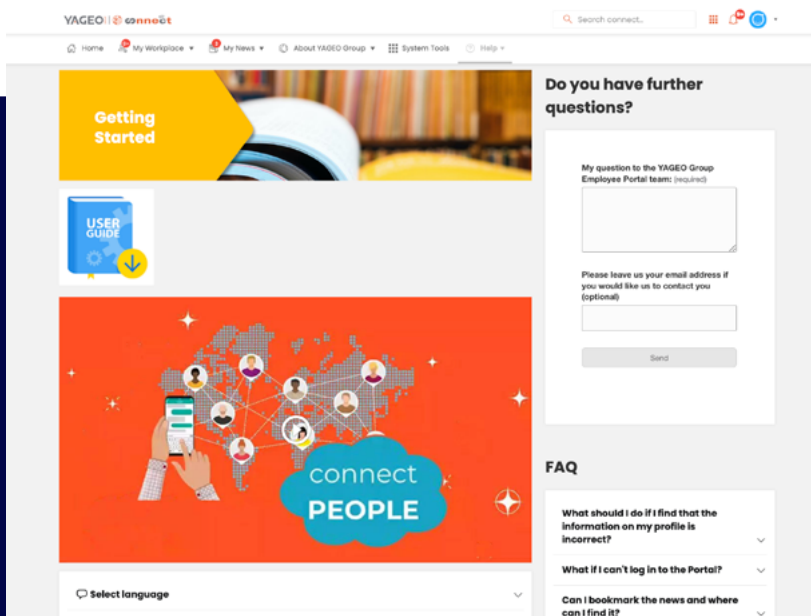


Yageo Group quickly recognized that communication challenges could be the key factor between success and failure in terms of the synergy of their parent company with mergers and acquisitions. Yageo was working hard to ensure all its employees were taken on the same culture and communication journey, but they struggled to unite their entire multicultural team across numerous countries under one corporate vision.

It was time for a transformative change! Leadership embarked on a mission to unite, empower, and inform all new and current employees under their “One Yageo” goal to “Connect People, Connect Information, Connect Culture.”

Staffbase acted as a trusted advisor and delivered measurable results across the enterprise by providing one connected platform, enabling Yageo to streamline all communication and messaging for their entire workforce and unlock easy access for its employees to critical updates, communication, and corporate networking. This innovative platform needed to be flexible, easily adjusting to the needs of the business and delivering personalized and cohesive messaging to entire teams or isolated groups.

By combining all networks across the organization, Yageo Group could deliver multilingual, tailored messaging to optimize communication, ensuring that all staff receive the same information regardless of location, job title, and language preference. With its user-friendly interface and tailored features, Staffbase empowers teams to stay aligned and promotes a cohesive corporate culture.



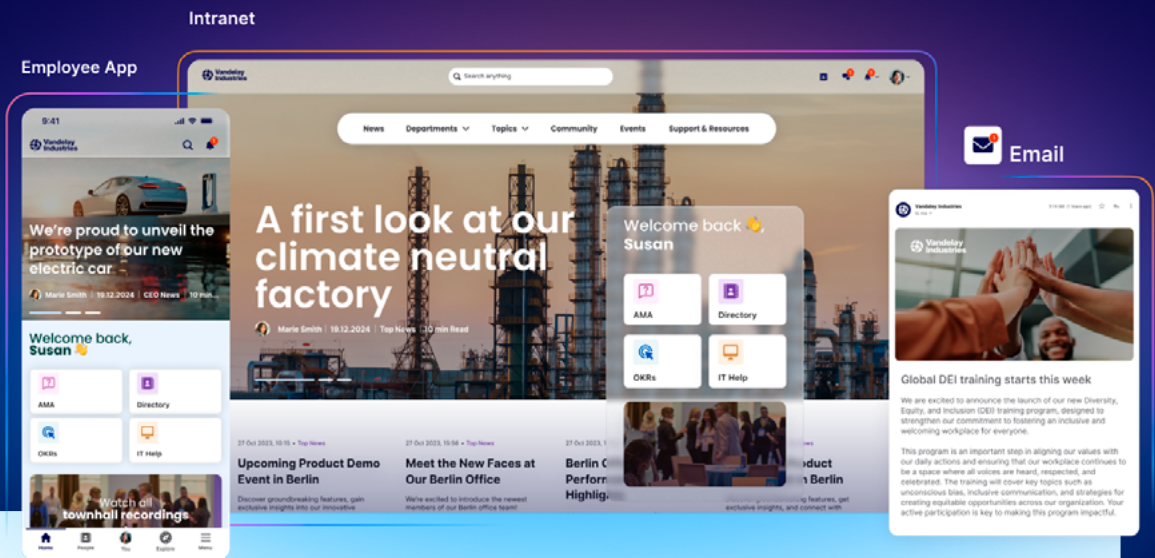


## Impact/Results

Yageo's internal communication is now powered by Staffbase, with an active participation rate exceeding 90%. The Social Wall alone attracts over 6,000 views weekly, driven by robust engagement from more than 80% of our global regions. As a result, employees worldwide are more connected to company activities and feel a stronger sense of belonging and unity.

To ensure targeted and relevant communication, business units like IT, HR, Sales & Marketing, Quality & Compliance, and Finance maintain dedicated Staffbase channels. These channels deliver real-time updates on organizational changes, news, performance metrics, and company events, empowering employees to stay informed and contribute their feedback. The platform's flexible and user-friendly tools have been widely praised, allowing each department to tailor their content and communication strategies to specific audience needs, resulting in significant gains in internal communication efficiency.

***“The company encourages employees in all regions to use the Social Wall feature, suggesting they post department news and event information. Currently, the Social Wall attracts over 6,000 weekly views globally, with active participation from more than 80% of our locations. This allows employees worldwide to stay informed about company activities in various locations, effectively enhancing their sense of cohesion.”***



# Interested in an employee app, newsletter, or intranet?

Staffbase offers best-in-class communication channels to maximize reach and engagement. Book a free demo and see how our solutions can help you reach your goals. No commitment, just a conversation!

**BOOK A DEMO**

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