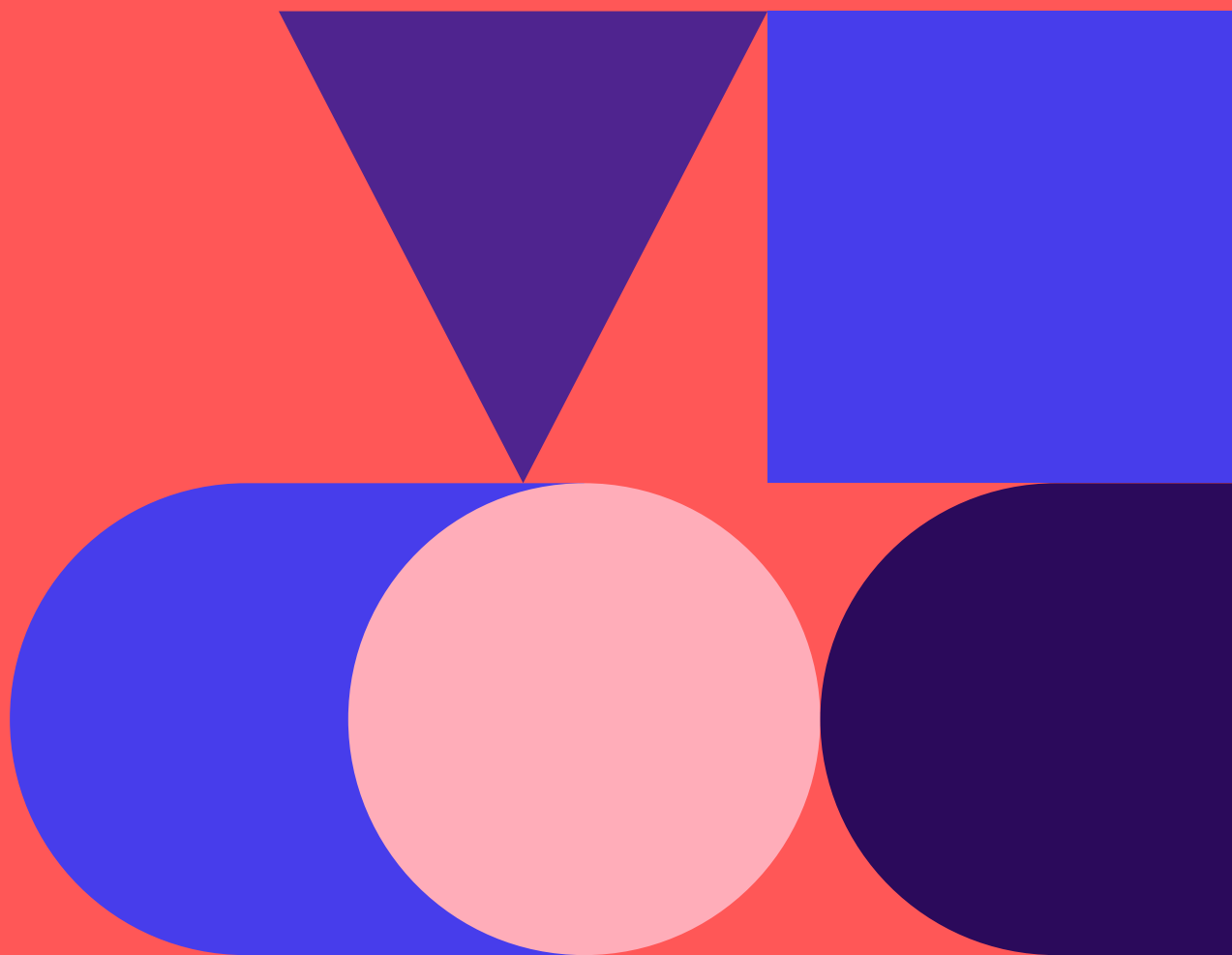


5 steps to delivering the best employee experience





The employee experience starts earlier and finishes later than most people believe it does. As one Global Employer Brand Manager we've worked with in the past eloquently put it:

"It's what do I think before I arrive, as I'm arriving, while I'm here, and after I leave."

Employee experience starts at the first interaction between a prospective candidate and your company, continues throughout their employment, and even persists when they depart your business.

It is an ongoing process – one that can have a powerful influence on the way your employer brand attracts, engages and retains talent worldwide.

As the battle to find and keep hold of the best talent grows fiercer year on year, making your employee experience as engaging and enjoyable as possible can give you a major competitive edge.

Based on our many interactions with global brands of all sizes and across all industries, as well as independent research we have conducted into this critical topic, we have developed our 5 essential steps to ensuring your employee experience maximises its potential. In addition, we have outlined the positive impact these actions will have on your employer brand in the long term.

We hope you find it a valuable resource in taking your employer branding to another level.

Enjoy!



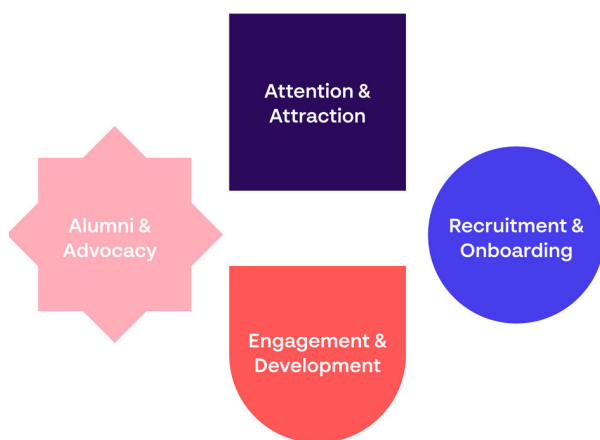
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The Employer Brand Experience Model

Before we dive into our steps to a better employee experience, we wanted to introduce our Employer Brand Experience Model to help clarify this process further:



Attention and attraction

This is the initial engagement that a prospective recruit has with your brand.

Recruitment and onboarding

Once a candidate is engaged, this covers the phase of recruiting, interviewing, and introducing them to your team.

Engagement and development

This is the continual process of keeping current employees motivated and excited to be part of your brand.

Alumni and advocacy

When an employee departs, this phase harnesses their positive experiences to improve your brand's reputation.



Through our research and interactions with employers across the globe, we recognise that some companies have a fragmented approach to their employee experience. Each stage was treated as a separate event – once that phase was over, the next one started.

However, through this image we want to help people understand that the employee experience is a continuous journey. Your employer brand influences and is influenced by each part of this journey. As we go through this document, we will reinforce the power your employee experience holds in making your employer brand stronger and more successful.

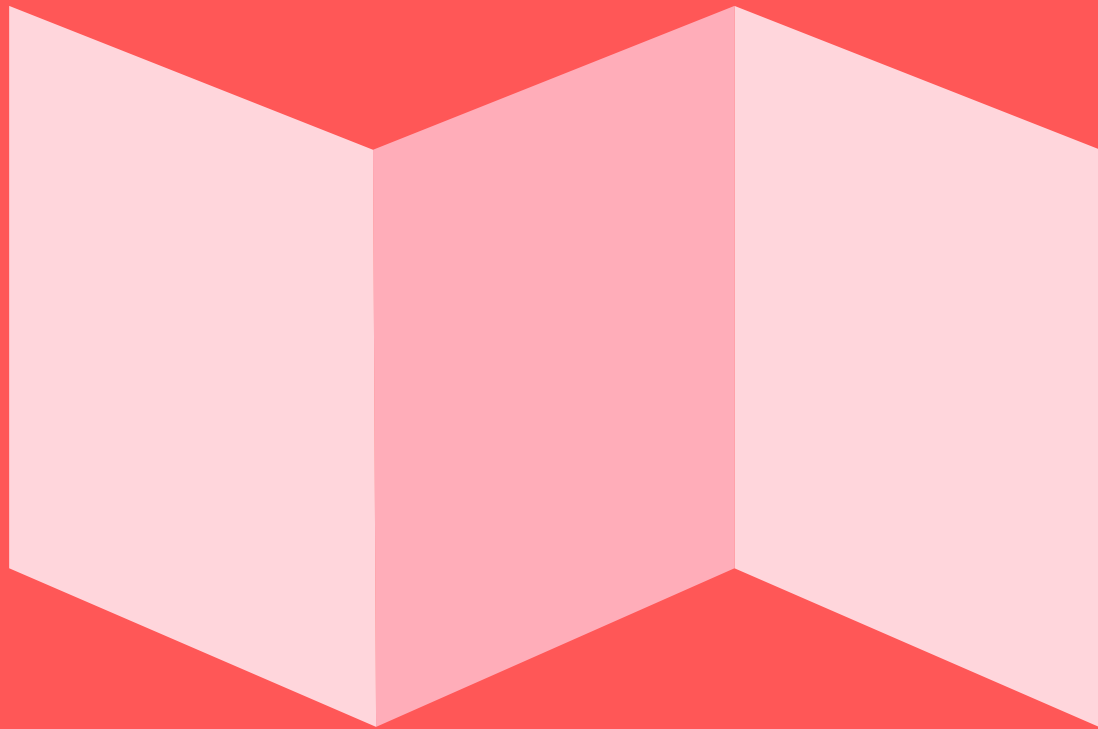


Recognising the importance of an integrated employee experience journey is imperative for a competitive advantage."

Jacob Morgan
The Employee Experience Advantage, 2017

Step #1

Cement employer branding as a strategic priority



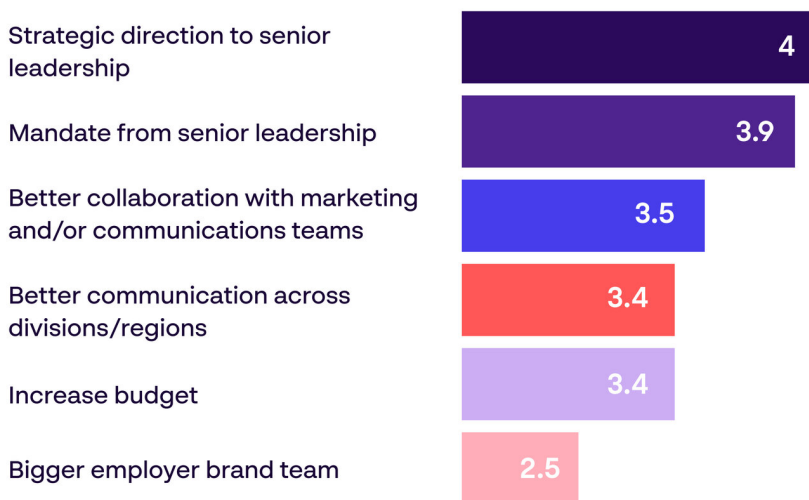


The first step in enhancing your employee experience is making your employer brand a priority focus in your overall business strategy.

While many more brands are coming to recognise the importance of employer branding in the growth and reputation of their company, this doesn't always translate into the creation of a documented, well-thought-out strategy.

The graph below highlights research we commissioned into what barriers are faced by global organisations that prevented their employer branding from being more strategically driven

What changes in the organisation would help you develop a more strategic approach to employer branding?



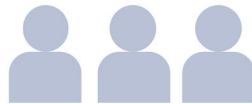
This illustrates that more buy-in and influence from those in senior management roles in the development of an employer brand strategy is likely to make it a more powerful, productive tool for your teams moving forward.



44.5%



of top employer brands will have their **CEO as the prime sponsor** of this activity



*Source: HudsonRPO

Securing the support of your senior management is therefore crucial in making your employer brand, and consequently your employee experience, a focused objective in your company, rather than something that just happens in the background.

To achieve this buy-in, build a business case for your senior management team into the value that strong, strategically-driven employer branding can bring to a company. Provide statistical evidence and case studies where possible of brands who have improved their ability to attract and retain talent through a more focused approach to employer branding.

Importance of employer brand for attracting candidates



75%

of candidates research about firm's reputation and employer brand before applying for a job



83%

of employers say that employer brand plays a significant role in their ability to hire talent



69%

of employers say that employer brand plays a significant role in their ability to hire talent

*Source: TalentLyft



For instance, in Jacob Morgan's book *The Employee Experience Advantage*, he identifies numerous financial benefits that an effective employee experience brings an organisation:

- 40% reduction in staff turnover
- 2.8x additional revenue generated per employee
- 4.2% increase in overall company profits

By illustrating the way a settled, established employer brand strategy will streamline recruitment costs and boost retention rates, you will be speaking your senior management team's language. This will make them more likely to get on board with these initiatives and dedicate their attention to it.

With your employer brand a strategic imperative, this will provide clear guidance and direction towards a stronger, more united employee experience across all touchpoints outlined in our Employer Brand Experience Model.

Want to know what goes into a great employer brand strategy? Check out our 13 top tips here.

Step #2

Make your employer brand a company-wide focus





Beyond just getting your senior management to buy-in to the importance of your employer brand, it is advantageous to make it a company-wide initiative.



Candidates trust a company's employees 3x more than the company to understand what it's like to work there

*Source: LinkedIn

Potential candidates are far more likely to listen to and believe the testimony of an existing or former employee at a company than what a company says about itself. That is why websites like Glassdoor have become immeasurably important in recent years – these employee reviews play a huge factor in people's career choices.

Therefore, making the development of your employer brand a priority throughout your organisation will help build a united identity when pushing your messages out to potential recruits, as well as strengthen the ties that your team has to your brand.



22%

of companies consider their talent strategy to be a shared responsibility

*Source: The Predictive Index



Beyond this, making employer branding a company-wide focus will support coordination and collaboration across departments and locations. It's easy for teams to find themselves working in silos, which in turn can lead to work being duplicated or inconsistencies creeping in. Placing more emphasis on employer branding will help prevent this from occurring.

So what steps can you take to get everyone on board in bolstering your employee experience?

- Share your employer brand strategy and guidelines with all your teams, so they develop a better understanding of its goals and the values you uphold
- Work to break down barriers in how different departments and global teams communicate with each other, perhaps by introducing tools and software that enables them to produce employer branding collaboratively
- Introduce company-wide communication channels, be it through a newsletter, shared Intranet or web-based forum, to make discussion more frequent and effective
- Place your central employer branding team at the centre of all operations to coordinate and keep a birds-eye view over all work done to support your employee experience

Finally, it is beneficial to empower your teams, regardless of their design experience, to play an active role in the production of your employer brand. What better way to make sure everyone understands and appreciates your brand's core values than by working with these every day?

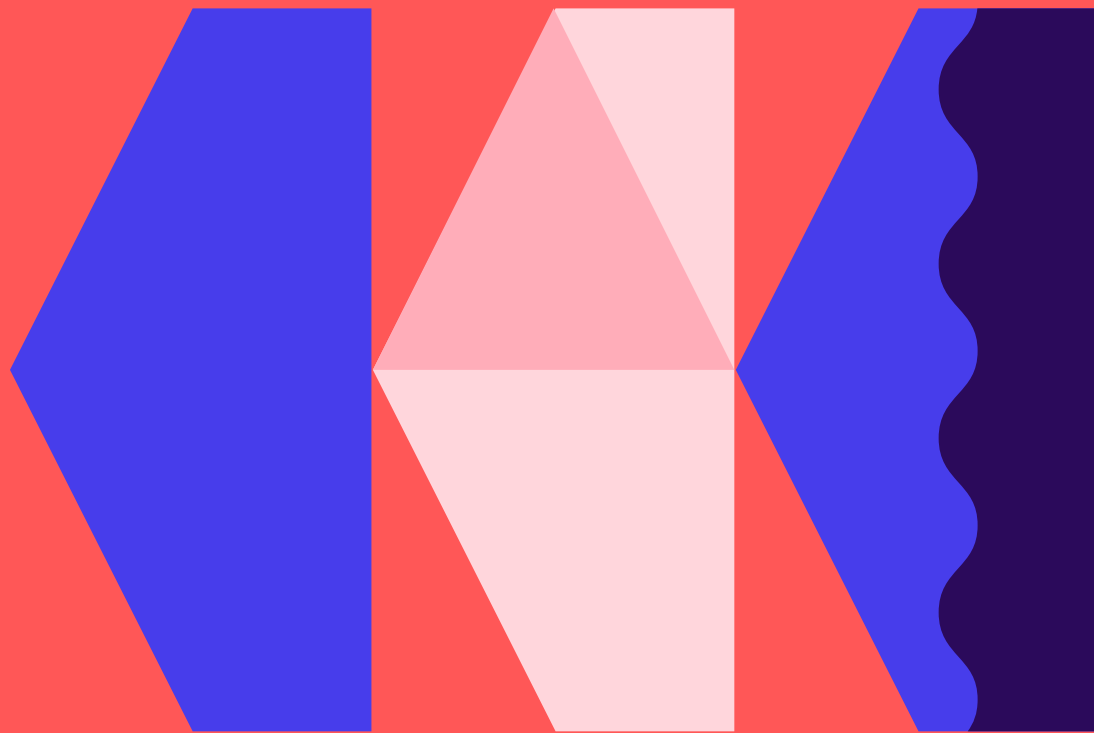
That's where Papirfly's brand management platform can make an incredible difference. As it makes the ability to create perfectly branded, studio-quality assets seamless for all users, your entire company has the tools to influence the growth of your employer brand.

Not only does this mean you can produce far more to extend the reach of your employer brand, at a significantly reduced cost – it also equips your team with another skill that they can implement into their day-to-day environment, making them feel more useful and valued for their contributions to your overall employee experience.

Harness brand management to maximise your employer brand – discover it today.

Step #3

Maximise the potential of your recruitment and onboarding phases

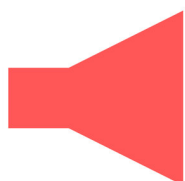




It is impossible to overstate the importance of the recruiting and onboarding phase of any new hire to your company.

First impressions count, and they go a long way in forming someone's opinion of your as an employer.

At this stage, candidates are beginning to align their perceptions of what a company will be like to work for. They form views on the extent they will feel supported in their new role and enabled to fulfil it effectively and productively.



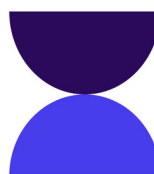
88% of organisations don't believe they onboard new employees well

*Source: Sapling



Negative onboarding experiences make hires 2x likelier to seek new opportunities

*Source: Sapling



Most companies onboarding process lasts no longer than a week

*Source: Sapling

Not giving this phase the due diligence it deserves can immediately hurt your ability to keep top talent for the long term.

Whether it's the way that you interview professionals to make the strongest possible impression, to scheduling their initial weeks and months as part of your company to help them transition to the job and become immersed in your company culture, this period is essential to getting your values across and encouraging people to love being in your organisation.

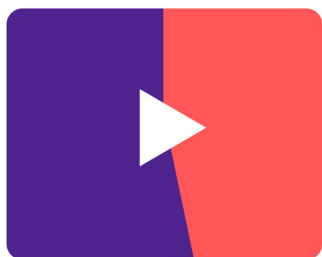
What actions can you take to maximise your ability to deliver on this essential part of the employee experience?



Choose interview questions around the essence of your brand

Alongside the more routine interview process, place special emphasis on questions that determine if a candidate is a good cultural fit for your business. Ask them how they would handle certain scenarios or challenges that mesh with the values underlying your brand.

For instance, if part of your EVP is helping employees boost their independent thinking, make sure one of your questions gets them to describe a situation where they had to find a solution on their own. Then, reinforce to them how this is a key part of the way you work, so they can immediately form a clear picture of what their employee experience will be like.



47%

of companies **use video interviewing** to shorten their hiring timeframes

*Source: Forbes

Diversify the ways you interview people

Especially in a world beyond the outbreak of COVID-19, the ability to be flexible in the way you interview candidates can help them see your organisation in a more positive, progressive light.

Rather than strictly stick to the traditional face-to-face interviews, broaden your horizons by incorporating video into the mix. This will not only extend your reach in who you can hire in a landscape shifting more and more to remote working, but could make numerous hires feel more comfortable and at ease during the process, giving you a better gauge on them as a person.

Furthermore, you may consider having someone from your branding team on the call, to help weave in the narrative that conveys what your company is about.

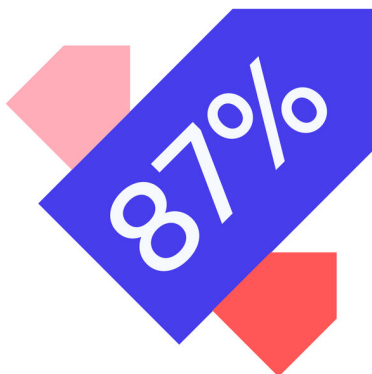


Create set calendars for new recruits (with room for flexibility)

Candidates will probably feel a lot of unease between being offered the job and signing the contract. Ensuring they're kept informed at every stage possible and know what they should expect from the outset is crucial for smoothening this potentially rocky road.

While in active work environments it's practically impossible to set schedules in stone, try and provide a high degree of structure to a new recruit's first weeks in the company as you can. Plans will inevitably change, but having that layout will allow recruits to become more familiar with their responsibilities and the company structure, rather than have to find everything out on their own or be left with nothing to do.

Assigning them a buddy or mentor could be useful at this stage as well, giving them a chance to socialise with someone they will be working alongside and become more involved in the culture of the company.



**87% of people believe
buddy programs
boost the proficiency
of new hires**

*Source: Sapling



Make important company literature accessible

Whether it is in digital or physical form, making your company policies, guidelines and more immediately accessible and digestible for your new hires is a key to them understanding their working environment.

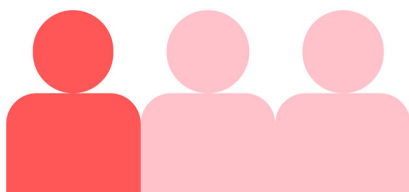
An effective way to do this is by setting up your own onboarding portal. By containing all your critical company literature in one central, online location, the process of welcoming, onboarding and training employees becomes significantly simpler, for both you and them.

Encourage transparency throughout your teams

Finally, it is important that your relationship with new hires is built on a foundation of respect, trust and authenticity. Not being open about what's happening in your company (within reason) or blatantly subverting information could immediately create a rift between your brand and your recruit.

While decision-makers might not be able to address everyone individually, you should try to set up bi-monthly calls or email newsletters to make sure there is regular communication between your management layer and everyone else in your organisation.

The value of dedicated buddies or mentors is helpful here as well – they can build on the transparency displayed by the leadership team, allowing recruits to feel welcomed and embedded in company culture early on.



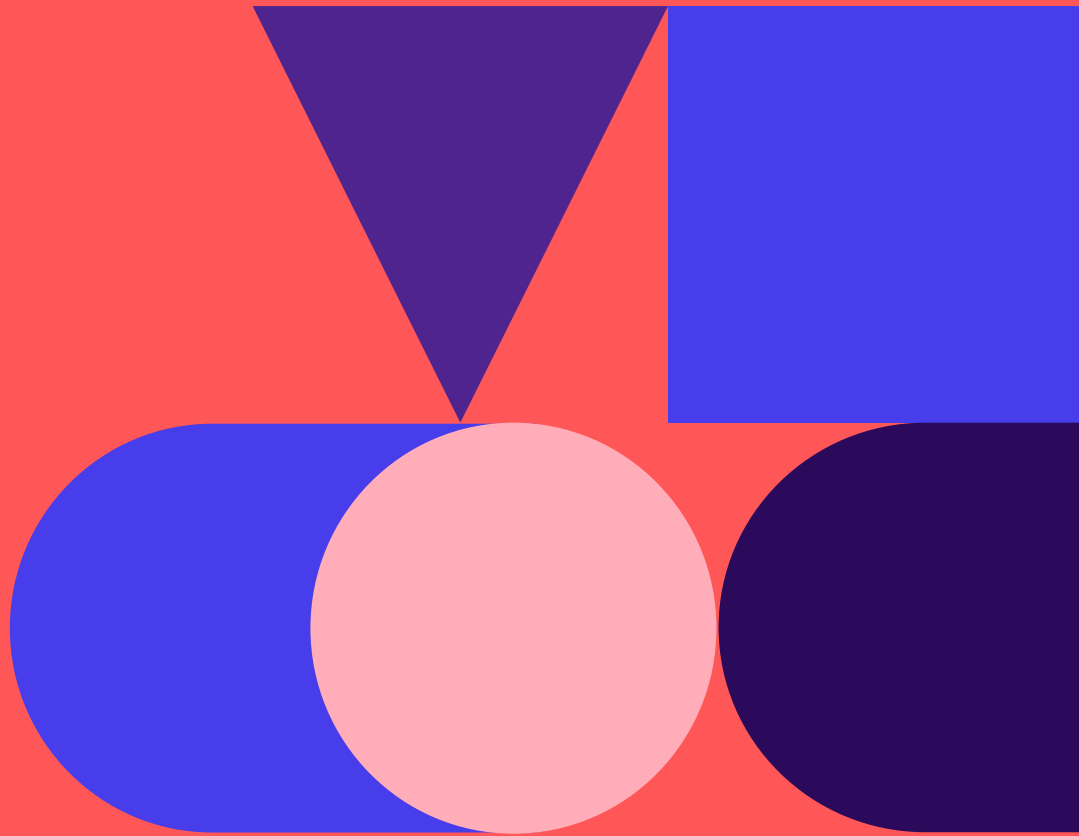
1 in 3

**employees don't
trust their employer**

*Source: Edelman

Step #4

Drive opportunities for employee development

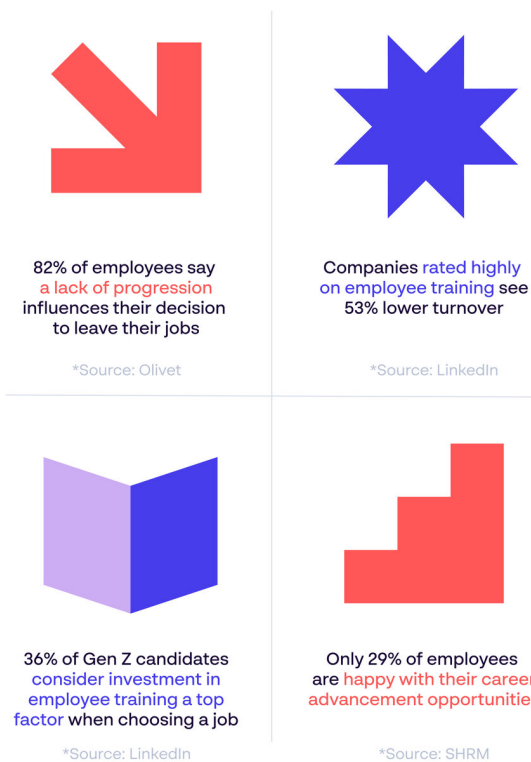




The process of ingraining your employees in your organisation's values and culture doesn't end at the onboarding stage.

For a truly effective and continuously positive employee experience, keeping them engaged and feeling like they are progressing in their career is crucial.

Greater employee engagement is an outcome of regularly treating your employees well and presenting them with learning opportunities – not the result of specific, one-off initiatives. Businesses that take a proactive, ongoing attitude to developing their teams should see higher levels of engagement, and as a result lower employee turnover.



On the other hand, brands that do not respond to their employees' wishes to progress and get better in their role, or indeed add more strings to their bow as a professional, this can quickly lead them to feel demotivated or as if they're left running in place – which will increase the likelihood that they'll seek out an employer that can give them those opportunities...



If you believe that employee engagement and development is a key focus area for your company, consider the following ideas to support their growth:

Explore training courses and programmes

Invest in the progression of your employees by researching potential training courses that connect with their role. Not only will this make them feel more comfortable and confident in their role, but it will also demonstrate to them that you as their employer care about them furthering their abilities, boosting their employee experience.

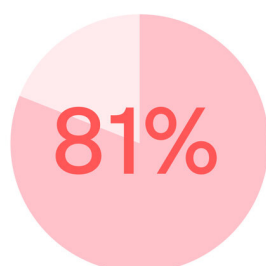
This doesn't always have to be expensive – if you have seasoned experts on your team that can lend some of that to others, then hosting internal CPD sessions can prove just as effective. This can build stronger bonds between your departments, while also bringing your newer recruits up to speed with skills your more experienced employees possess.

If you find a particularly helpful resource for training programmes, explore if there is any potential to form some kind of partnership – that could make these initiatives more cost-effective in the long term.

Encourage employees to pursue relevant projects

Alongside recommending training courses to your employees, make sure the conversation works both ways. Employees that feel comfortable to suggest their own ideas, be it a course they found online that they're interested in, or a project they would like to add their input to, are demonstrating that they are more engaged in their workplace and motivated to progress beyond their current level.

Support this by creating an atmosphere where employees feel encouraged to pursue their own opportunities to develop professionally and personally. Providing this support will once again reassure your employees that you are there for them, and they will pay back that kindness by becoming more productive, effective members of your team.



**81% of employees
don't feel their skills
are being fully utilised
at work**

*Source: Fuel50



Empower your teams with easy-to-use technology

Employees feel more engaged in their organisation when they are allowed to be more involved. While it is often important to set boundaries and responsibilities so they aren't at risk of stretching themselves too thin, applying too many limits on your employees will make them feel restricted and that they aren't making an impact on the organisation.

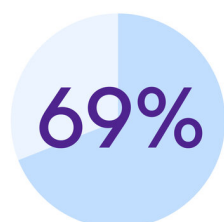
Introducing accessible technologies that bridge skill gaps and enable employees to get involved in aspects of your work that would otherwise not be possible is a great way to make them feel like they're making a real difference for your organisation.

Papirfly's brand management platform is an ideal example of this. Because it is so easy to use, but its intelligent templates make straying away from your brand identity or quality standards practically impossible, any member of your team can play an active role in growing and distributing your employer brand to your wider audiences.

Provide regular opportunities for feedback and performance reviews

Finally for this step, it is essential that employers provide regular feedback and assessments to their employees. Without this evaluation, how are employees supposed to know if they are doing well in their role, or if there are areas they can improve on?

If time is not devoted to this, employees can quickly start to feel like management doesn't care about them, and isn't concerned about them progressing. By holding these sessions, they can clearly see that you are invested in them furthering in the role, as well as gauging how they are feeling both professionally and personally.



69% of employees say they'd **work harder** if they feel more appreciated

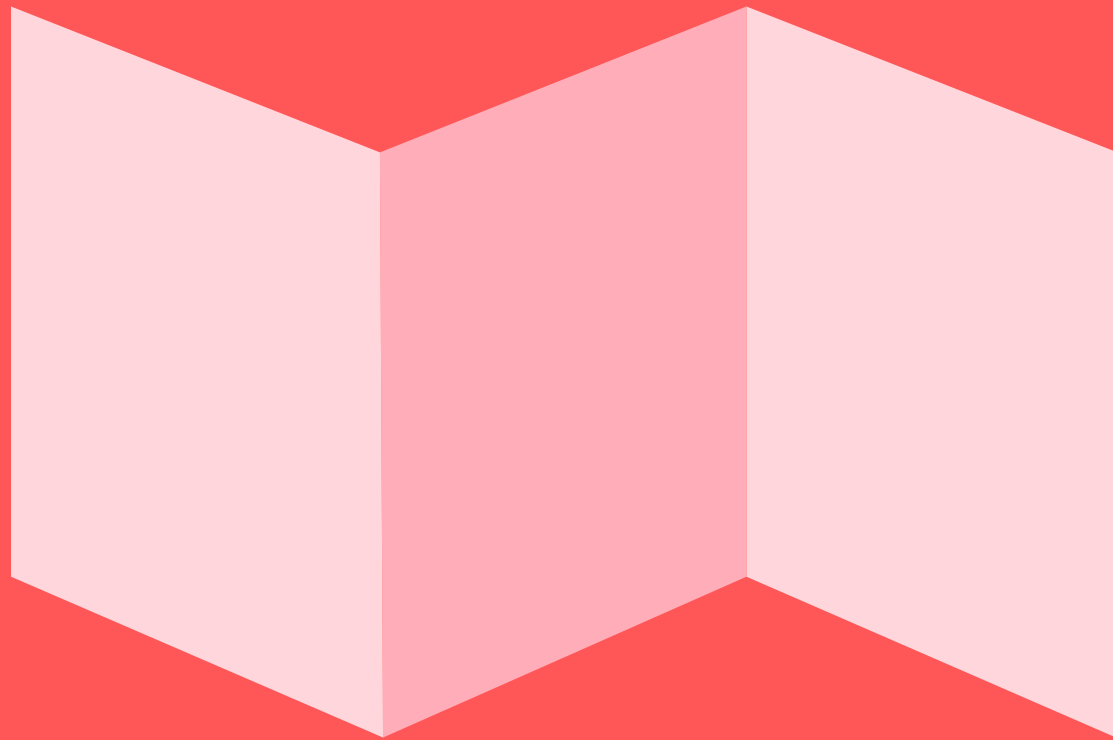
*Source: Fuel50

Take this further by opening the forum for them to present anything they feel will improve the business or their performance in future. Again, those that act this way are showing that they are engaged with their job and committed to improving, so should be actively encouraged in your efforts to make the employee experience as effective as possible.

Do you want to be on the path to becoming an employer of choice? Make your next step here.

Step #5

Harness real employee stories and actions





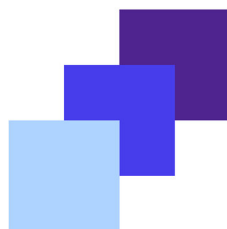
Our fifth step leans on using your existing and past employees to support the strength of your employer branding, and inspire people throughout your organisation.

As we noted earlier in this document, the weight of a current or former employee's opinion of what it's like to work at a company is typically a lot greater than the opinion of the company itself. The company, by its very nature, has a vested interest in saying that they provide a fantastic place to work – hearing that from an employee feels more personal and authentic.



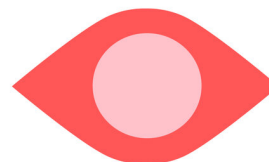
Brand messages are **re-shared 24 times more frequently** when distributed by employees than by the brand itself

*Source:
Business 2 Community



Leads developed from employee advocacy **convert 7x more frequently** than other leads

*Source:
The Marketing Advisory Network



Content shared by employees **receives 8x more engagement** than content shared on brand channels

*Source:
Social Media Today

This is useful in both attracting new talent to your team, but also providing inspiration and motivation to your existing staff. If they are frequently presented with content that depicts the success of employees, their journey as part of the company and their familiarity with your brand values, it is more likely to encourage others to follow in that pattern.

People want to know they are surrounded by others who share their values and are striving to achieve in whatever industry they are part of. By devoting part of your employer brand strategy to this, you will be doing a lot of good work to form a positive, productive culture across your organisation – one that boosts every employee's experience.

Here are some steps you can take to maximise the potential of employee advocacy in your company:



Develop a dedicated employee advocacy programme

The most effective way to build up a strong body of employee advocates is to introduce a specific initiative into your organisation. This starts by collecting feedback from your existing workforce on what motivates them: What goals do they care about? Which of your core values mean the most to them? What social factors mean most to them outside of work?

Once you secure buy-in from your executives and key stakeholders, assemble a team who will lead this program. These should be existing advocates who are 100% committed to building the strength of your employer brand from within. They will then drive the program forward:

- They will conduct presentations about the program – its purpose, benefits, values, etc.
- They will engage with employees to gauge their willingness to be involved
- They will answer any questions and concerns from others about the program
- They will continuously look for ways to improve the program

Enable your employees to shine on social media

In research we conducted a few years earlier, we discovered that social media platforms are the most successful channels for engaging potential candidates.

But it is just not valuable for prospective recruits – your current employees will also likely be active on these platforms, and will enjoy seeing positive stories from their co-workers on these networks. It helps humanise the interaction between a brand and their employees, making it more likely for the brand values to connect on a personal, authentic level.

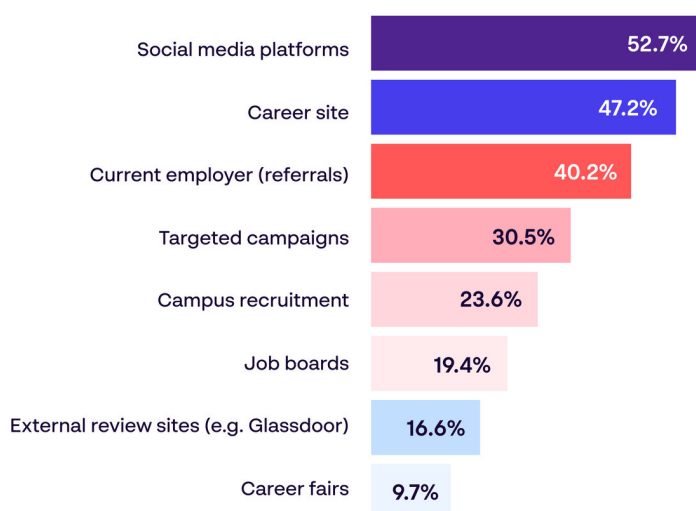
To enhance your employees' social media posts about your organisation, provide them with tools that help them stand out on ever-crowded feeds. Software like Papirfly's brand management platform can be a real benefit here, enabling your teams to quickly create on-brand content that they can utilise on their personal networks.

With that, at no additional cost and little time expended, your employer brand is being actively promoted to an even wider network of people, both within your organisation and further afield.



However, don't allow these processes to hamper their creative freedom as individuals. Some employees may be great video editors – others' strength may be captivating blog posts. Play to their strengths, as this will benefit your employer advocacy content in the long run.

Which are the most successful channels for engaging with potential candidates?



Provide incentives to encourage your advocates

As part of an employee advocacy program, determine what you can use to incentivise your team to sustain their promotion of your brand. Even if they are happy and engaged with you as an employer, employees might still need you to hang a carrot in front of them to actually make the leap to a full-blown advocate.

Here are some ideas to encourage your teams, which you can of course tailor to your specific audience:

- **Introduce awards for employees who best reflect the brand's values and ideals** – the feeling of winning something is a powerful force for many people, so presenting them with accolades for being dedicated brand advocates will incentivise them to continue
- **Present them with bespoke prizes for their advocacy** – gaining a clear understanding of your employees' interests and values can help you introduce incentives that truly excite them as individuals
- **Contribute to your employees' monthly purchases by providing vouchers** – everyone has to buy groceries or transport themselves to work. Supporting them through these essentials can really enhance their employee experience.



- **Experiment with work-based incentives** – if one or more of your employees is excited by the prospect of being part of an upcoming project or taking part in a training course, providing this can be a big boost to their engagement with your brand.

Invest in video testimonials

Don't neglect video as part of your employee advocacy initiatives. As noted earlier, video content is essential for brands in today's landscape, with more of this kind of content being consumed online than ever before, and resonating with audiences.



**Viewers retain 95%
of a video message
compared to just 10%
of a text piece**

*Source: Pop Video

In relation to your efforts to create and promote employee advocates, video can be a powerful ally in sharing their stories, experiences and relationship with your company in a way that written words can't always convey. The emotion and passion that can come across through seeing someone in person is often more captivating than just reading their experiences.

There are many ways you can bring video into the fold. It might be a to-camera interview with your employees, detailing their role with your company, how they contribute to its progress and how they have developed as part of your team.

Alternatively, you could do "behind-the-scenes" style clips of your workplace, illustrating to both potential recruits and existing team members a positive perspective of working in your organisation. Through this you can spotlight your employees in action, highlighting the expertise and skills they have developed working in your company.

Through these and further initiatives, you can heighten your employee experience, and people's perspectives of it, through the power of your existing workforce.

Discover how your business benefits from an empowered workforce.



The benefits of an enhanced employee experience on your employer brand

Engaging and attracting job seekers

Today's candidates are more diligent and thorough in how they research potential employers than ever, and they have more tools at their disposal to do this than in previous generations. From evaluating your company website, social media profiles and other digital signatures, to canvassing the opinions of past and present employees, most will dig deep to gain a complete picture of what the company is like to work for.

By devoting time to making your employee experience as strong, reassuring and enjoyable as possible, potential recruits will recognise this and will be motivated to be part of that environment. Whether it is someone switching jobs or making the first step in their career, they want to feel confident they are entering a workforce that will value them, support their development and make them happy.

An effective employee experience is a great indicator that you will deliver all of this for them.



92%

of candidates would consider **leaving their jobs** if a company with an excellent corporate reputation approached them

*Source: Business 2 Community



Happy workers = productive workers

It is no secret that employees that feel happier in their role are more likely to perform better. When employees are dissatisfied in their position, be that through a lack of internal support, minimal career progression or sheer boredom, that has a direct impact on how much they contribute to your company's development.

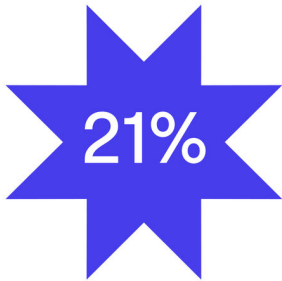
The more comfortable and content someone feels in their company, the more engaged they are. The more engaged they are, the more likely they will put in more effort and focus on being the best in their position that they possibly can be – and in turn making employees a more valuable asset for your team.

Improved retention rates across your organisation

In the same way as a better employee experience will make your team work harder and more confidently, it will also continually reassure them to stay and not turn their eyes elsewhere.

Many people in the current landscape value stability and their wellbeing over salary and other incentives. If your employee experience constantly reinforces how great it is to be part of your team, then it will take a lot more to convince them to part with you.

As a result, retention rates go up, staff turnover goes down. Skills are secured for the long term, and the amount your business has to spend on recruiting and training new hires can be drastically reduced year-on-year.



Companies with highly engaged workforces are 21% more profitable

*Source: Gallup



87%

of HR leaders make **employee retention** their top priority in the coming years

*Source: Kronos



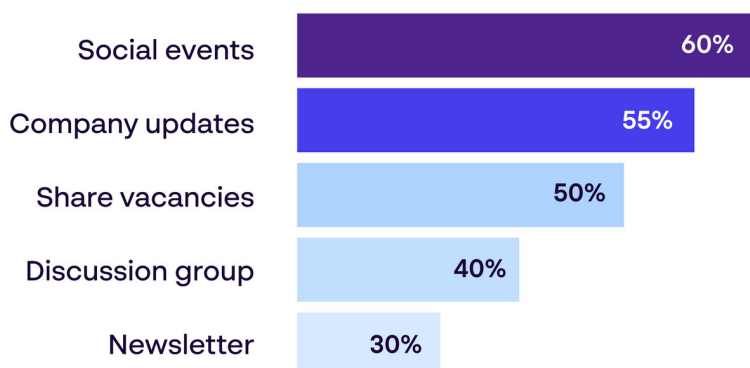
A powerful alumni of advocates

Finally, for those that do decide to seek other challenges beyond your business, a positive employee experience will encourage them to remain advocates for your brand even after they depart.

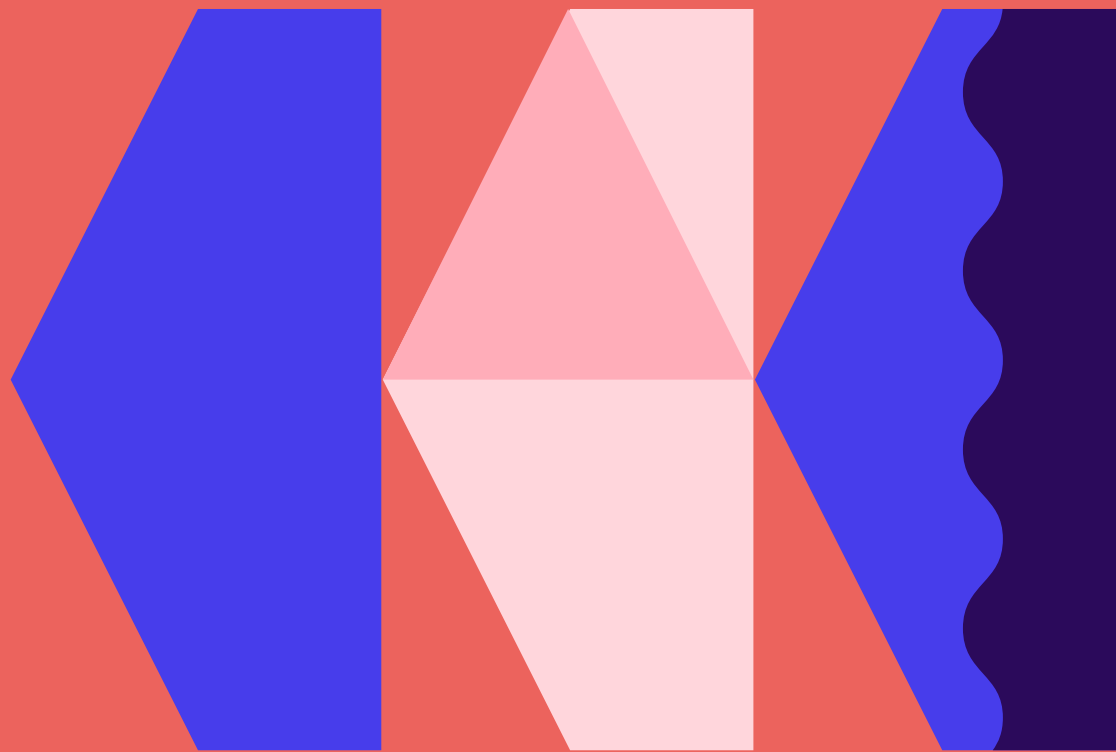
Many organisations wrongly assume that the employee experience ends as soon as a person's desk is cleared and they're set up with their new employer. This is simply not the case – as a former employee, their voice carries a lot of weight in people's perception of what your company is like to work for.

By making their employee experience as fulfilling as possible, even up to the moment they depart, they will be far more likely to remain ambassadors for your brand in future, providing helpful recommendations and reviews when you need to bring fresh talent on board.

Which do you see as the most important activity to engage your alumni?



How Papirfly amplifies your employee experience

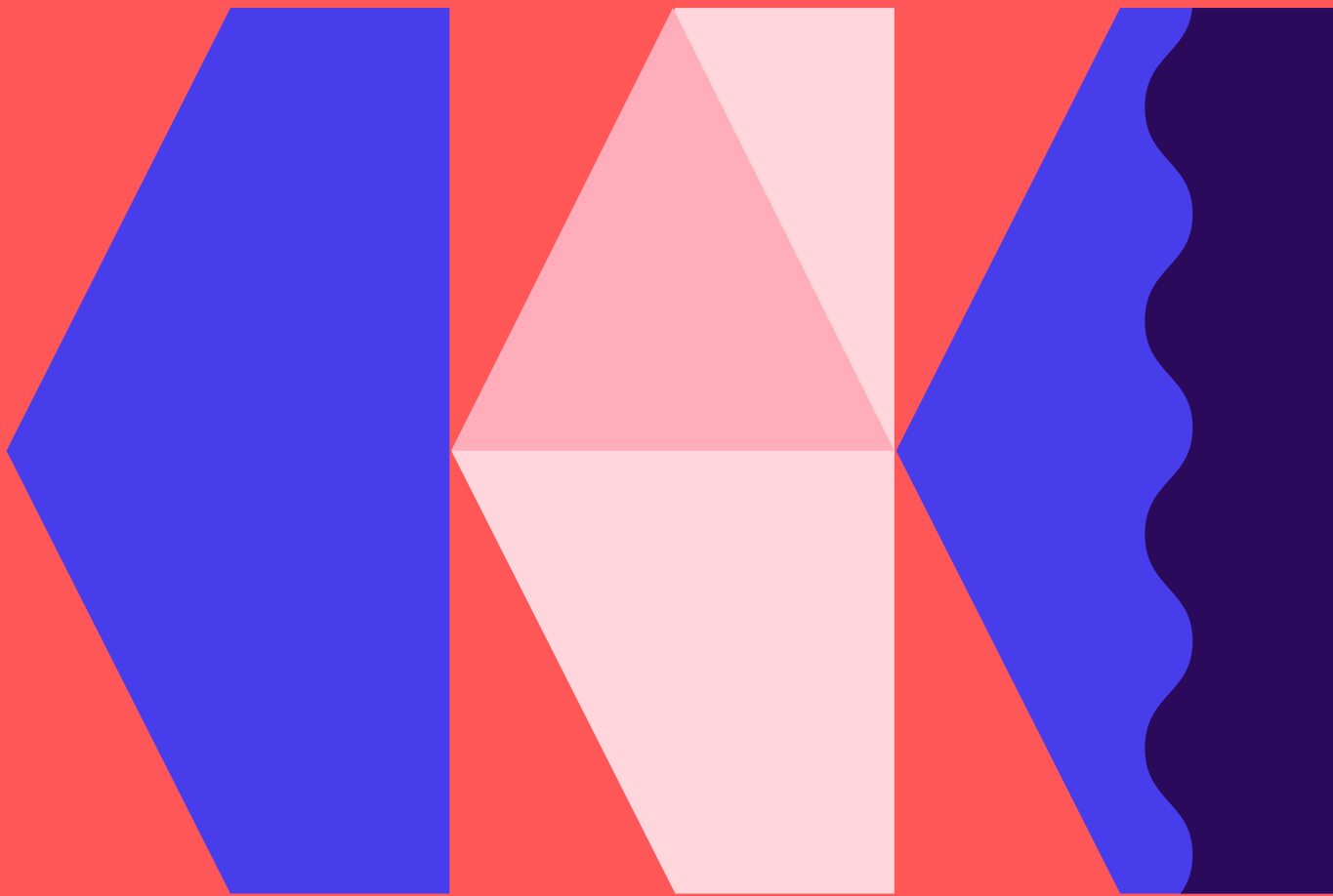




We hope that these steps provided a lot of ideas and guidance in how you can enhance your employee experience. At the very least, we want you to take away the understanding that the employee experience is a continuous journey, with no clear beginning and end.

By placing a firmer focus on your employer brand and the way that this influences how aspirational your employee experience, you will be in a fantastic position to maximise your ability to attract world-class talent, keep hold of them for the long term, and use their advocacy to inspire a new generation of recruits.

Unleash your brand with Papirfly









How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.




At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

How teams work today:

-  Customers are experiencing inconsistent and diluted branding across touchpoints
-  Stressed teams aren't getting the marketing materials they need or quickly enough
-  Too much already-limited budget is being spent duplicating work and on multiple tech solutions
-  Assets are not centralised or trackable resulting in loss of data to analyse budget spend

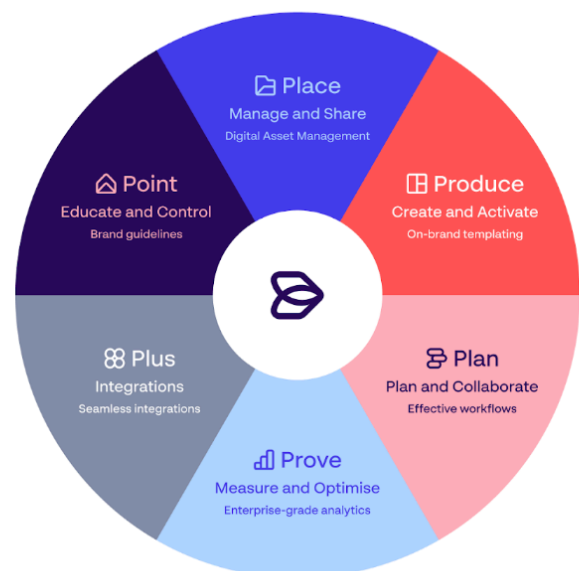
We know what brands need:

-  Global brand governance now and for the future with guaranteed consistency at every touchpoint
-  Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
-  Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

We give you the tools to:

- Do more for less
- Produce all assets in house
- Create with no previous design skills
- Achieve 100% brand consistency
- Reach all markets, in any language
- See a complete bird's-eye view of your branding and marketing efforts

Discover our all-in-one brand management platform



Trusted by the world's most recognisable brands

 **1M+**
regular Papirfly users

 **600+**
brands using Papirfly worldwide



Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.

Point

Educate & Control

Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.

Place

Manage & Share

Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onsecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.

Produce

Create & Activate

Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.

Plan

Plan & Collaborate

Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsivity.

Prove

Measure & Optimise

Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.

Plus

Integrations

Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®



212% ROI



80% reduced effort in asset creation



Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly



Global brands trust Papirfly



Mercedes-Benz



"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly. We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford
Global Recruitment Branding Manager, IBM



Empower your people. Unleash your brand.

Discover our game-changing brand management platform.



At papirfly.com you can

- Book a demo
- Explore brand management resources
- Hear success stories from empowered customers

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