

How Cook Media Global redirected \$144,000 of work hours with Simpplr



THE CHALLENGE

Post-acquisition growth left a dispersed team without a central hub for shared communication

THE SOLUTION

Cook Media Global deployed Simpplr to streamline comms and cultivate culture across five locations

THE RESULT

They achieved significant salary savings, reduced time searching for information, and unified their workforce

\$144,000

redirected salary

97.4%

platform adoption

3,600

hours reclaimed from meetings

Organization:

Cook Media Global

Location:

Colorado Springs,

Colorado

Industry:

Nonprofit, Media

Employees:

3,500

Use cases:

Internal communications,

employee engagement,

AI search

Cook Media Global is a nonprofit ministry with two record labels and two print publishers. When the organization acquired two companies in a 12-month period, its workforce grew to more than 300 employees across five locations. Teams were operating independently, with no shared platform to keep them connected.

Kim Bratcher, the senior director of corporate communications, knew exactly what technology they needed.



After researching and launching multiple intranets at previous companies, I knew firsthand that Simpplr offered the best feature set and the best value. I had great success with it in the past, and when I demonstrated it for the executive team here, it exceeded their expectations. Two of our chief officers had past experience with Simpplr as well and were immediately on board.



Kim Bratcher

Senior Director of Corporate Communications,
Cook Media Global

The cost of fragmented communication

Within 15 months of Bratcher joining Cook Media Global, the organization had completed two acquisitions. They now had five locations and three separate email tenants. Employees couldn't message colleagues at sister companies through Teams or share documents through separate Box accounts. Communication defaulted to all-staff email blasts and 90-minute monthly meetings. Beyond the inefficiency, employees had a limited window into the wider organization.

"Before, we were just pushing information at people," said Bratcher. "There wasn't a clear, defined channel for staff to have a voice or for them to see how they were part of something bigger."

A swift return on investment

IT had been tasked with building an internal intranet in the past but lacked a designated team and time to do so. Bratcher had evaluated and launched multiple intranet platforms at previous organizations, and her past Simpplr deployment had been a success.

As part of her business case to executive decision-makers, she promised the new intranet would enable the company to reduce all-staff meeting frequency by 50% (from monthly to bimonthly) and meeting duration by 33% (from 90 minutes to 60).

"With the deployment of Simpplr, we were looking at a collective 3,600 fewer hours a year spent in all-staff meetings," she said. "This is the equivalent to an annual savings of \$144,000 in work hours, plus the broader productivity and operation benefits that result from staff spending less time meeting and more time working."

Shared space for distributed employees

Cook Media Global's Simpplr intranet, Cook Connect, reduced overhead and gave employees a shared place to find information, tell stories, and see the impact of each other's work.

Bratcher's team moved all-staff communication from email onto the platform. They published around 10 story-based posts per week in a searchable, self-serve feed. Staff visited the Impact & Encourage site to share prayer requests and watch Bible-based devotionals. A stop by the Know & Be Known site gave team members insight into each other's lives outside the office, creating common ground and deepening connections.

Bratcher used Simpplr's rewards points to gamify engagement:

- Monthly challenges sent employees on scavenger hunts for pay dates, brand assets, and policies. By building platform fluency, they save time searching for documents and resources.
- A companywide challenge to submit proof of updated email signatures on Simpplr reduced a six-month task to 10 days. This reduced the need for follow-ups that wasted IC bandwidth.
- A post-launch listening tour revealed some employees valued recognition over points. This gave managers insights into how to ensure their people felt valued, which can directly affect retention.

AI search in the flow of work

The rollout of Simpplr's AI assistant has changed how quickly employees can find and act on information. Rather than wasting time searching for information and resources, they can access what they need on the spot.

Bratcher explained how her team has embraced the technology: "I've been in multiple meetings when a team member asks if we have a policy on something. In the past, we'd have to pause the meeting and reach out to legal or HR and get answers before we could proceed. Now we just type the question directly into our AI assistant, get the info we need, and the meeting moves forward. No follow-up meeting required."

A united workforce and measurable outcomes

The communications and culture strategy Simpplr made possible resulted in not only bottom-line impact but also a meaningful culture shift. Employees who had never worked together started to feel connected to something larger than their individual role.

Here's what Cook Media Global achieved in the first year after launch:

97.4%

platform adoption across more than 300 employees

\$144,000

in work hours redirected from reduced all-staff meeting hours

~10

posts or pages published per week, replacing high-volume, all-staff email



Simpplr held our hand through setup, gave us templates to help get staff excited before launch, and provided thoughtful strategic guidance. We launched to the entire staff in an online meeting without burdening our IT team. That's the kind of turnkey solution you need when intranet management isn't your only responsibility.



Kim Bratcher

Senior Director of Corporate Communications,
Cook Media Global

About Cook Media Global

Founded in 1875, Cook Media Global is a nonprofit ministry dedicated to equipping the global church with leadership, discipleship, and worship resources to help Christians grow in faith and pass it along to the next generation.

Each of its cornerstone brands — David C Cook, Group Publishing, Integrity Music, and Fair Trade Services — partner with some of the world's most inspiring creators to advance the gospel and make disciples. Learn more at CookMediaGlobal.org.

About Simpplr

Simpplr is the [AI-powered intranet](#) for unifying the digital workplace. It enables organizations to plan and orchestrate communications and campaigns across channels, including web, mobile, email, newsletters, chat, and digital signage. AI-assisted planning, content creation, and analytics support the full communications lifecycle, from campaign strategy and execution through performance measurement and continuous improvement.

With built-in governance, personalization, and targeting, Simpplr helps organizations cut through noise and deliver relevant communications employees rely on. More than 1,000 organizations — including AAA, the NHS, Penske, and Moderna — trust Simpplr to keep their workforce informed, aligned, and engaged. Learn more at simpplr.com.

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