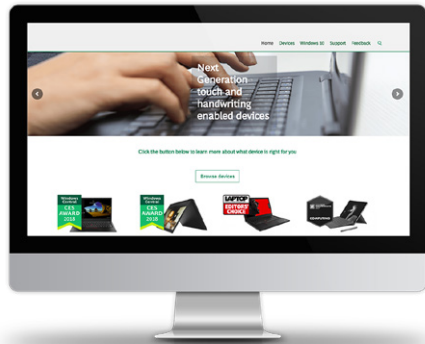


# COMMUNICATE. ENGAGE. TRANSFORM



## CHALLENGE

A global management consulting firm came to Bright mid-way through its five year transformation programme, initially requiring communications and employee engagement support for the global rollout of online video conferencing solution, Webex.

The aim was to ensure employees fully adopted the service and reliance on audio-only BT MeetMe was significantly reduced. Over time this engagement developed to include communications support for other technology rollouts including Windows 10 and new laptop devices.

## SOLUTION

A strategic communications programme needs to sit alongside any digital transformation, designed to engage employees and bring them on the transformation journey from start to end.

Bright identified the need to articulate and communicate the organisation's overall digital transformation message to the business. Clear and direct messaging from the CIO's office outlining the overall digital strategy was developed, alongside dedicated communications and training to support the roll out of specific new technologies and services being delivered.

## WHAT WAS ACHIEVED

**15,000** employees enabled with WebEx

**80%** average monthly WebEx usage

**411%** increase in visits to Devices microsite in first month of comms programme

**9,000** employees now on latest version of Windows 10

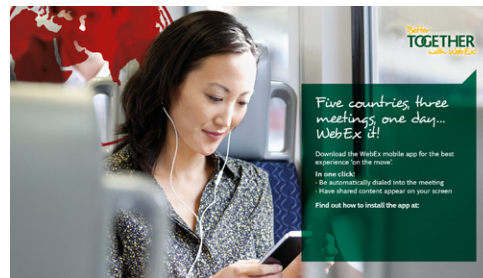
**16,000** employees will receive new laptops over course of the programme

**85%** of employees very satisfied or satisfied with their new device

CASE STUDY



Better  
**TOGETHER**  
with WebEx!



*"The Bright team combines excellent strategic thinking with creativity, content skills and a real understanding of technology. They got under the skin of the business very quickly and delivered value from day one."*  
IT Senior Manager, Global management consulting firm

## TACTICS

- Create an internal brand around the new technologies which people will connect with
- Launch announcements and assets to create initial excitement – visual communication results in better retention of information
- Ongoing training programme delivered via self-help guides, in-person or online training sessions and video tutorials
- Find your ambassadors, usually early adopters of the technology - people are more influenced by their peers
- Measure how communications are landing regularly and react to feedback quickly and openly
- Provide regular updates on progress and be honest about any bumps in the road

## LIKE THE SOUND OF WHAT WE DO?

Bright is a consulting-led marketing and communications agency. We work with some of the world's biggest B2B brands to help them manage change effectively across their organisations.