

BCG: COMMUNICATE. ENGAGE. TRANSFORM



CHALLENGE

Boston Consulting Group (BCG) 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 BCG'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 across BCG

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

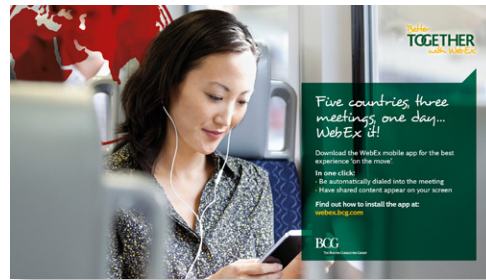
9,000 employees now on latest version of Windows 10

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

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



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."

Adel du Toit, IT Senior Manager,
Boston Consulting Group

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 program 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.