

## Under the skin of our work

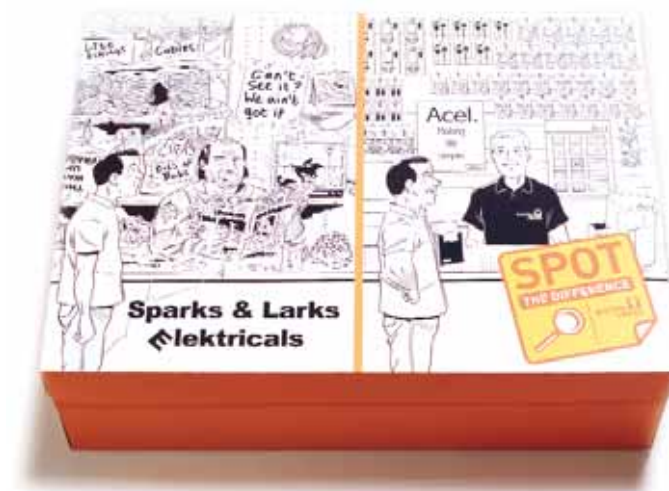
### Internal Communications

Effective internal communication is vital to the smooth running of any organisation and this is something both Red C and our clients value. Red C have created a number of initiatives for clients in large corporations such as Bupa, Wolseley UK and OGCBuying Solutions. Our creative approach to addressing organisational concerns and developing cohesive communication cultures has been successful; we have even won a CIB Business Excellence Award for our 'Spot the Difference' campaign for Wolseley UK's Electric Center earlier this year.

If you need help in developing a clear strategy on the vision, values and culture of your organisation then give us a call.

#### Under the skin

In a recent project for Wolseley UK's Electric Center, Red C were tasked with the job of embedding good customer service practice throughout the organisation. The first thing we did was to plot the 'customer touchpoint journey' – all the places an Electric Center member of staff could come into contact with the customer. Over the 100 branches in the UK we researched the 6 key customer touchpoints of Branch Manager, in-branch customer service representatives, telesales, trade counter staff, warehouse manager and staff and delivery drivers. We counselled staff and key personnel across the organisation as to what they thought would appeal to them and help them in their job, we visited branches where we identified humour and banter as a key part of the day to day life in the Electric Centers. Through this under the skin research, we were able to create a solution to the customer service training and compliance requirements. One which also understood the dynamics of the business, was engaging and would stick.



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CIB Judges appraisal of the Electric Center, Spot The Difference Campaign

#### Case Studies



## Staff campaign lights up customer service for Electric Center



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**[title]** Wolsley Electric Center 'Spot the Difference' Campaign.

**[brief]** Staff campaign to bring to life 'better, brighter service' brand proposition.

**[solution]** The Electric Center was formed from the buy-out and merger of two electrical wholesalers in 2005 by Wolsley UK, it quickly grew to 100 branches and became the 5th largest electrical distributor in the UK. With this success and growth came some issues around customer service, meeting customer expectations and delivering on promises. It was recognised that staff would need training to understand and deliver the new brand proposition and strapline of 'a better, brighter service'.

Red C helped Electric Center by plotting the 'customer touchpoint journey' and spoke to key stakeholders and branch staff. The Regional Trading Director explained that when he is trying to teach people about the proposition he asked them if you put two wholesale competitors side-by-side - could a customer spot the difference, other than the name and signage? This provided the basis for the 'Spot the Difference' campaign.

We produced a customer service toolkit for each branch that could easily be delivered by the Branch Manager. Each member of staff had a 'promise diary' so they could record the customer promises they had made and key deadlines. The 'Spot the Difference' illustration was completed by a Viz illustrator to add humour to the campaign and this was translated to a variety of marketing material such as job role booklets, customer service charter wall charts and in van handy carry pack for delivery drivers.

**[results]** Results from the North West pilot at the end of 2008 have been very encouraging with all staff recognising its value and appreciating the humour in the way the messages are delivered. National rollout is planned for 2009.

The campaign went on to win a Communicators in Business Award of Excellence in 2009.