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Vodafone NZ – Effective Internal Communications

Vodafone's internal communications objectives

Prior to using the Snap tools, Vodafone were looking for ways to overcome a number of internal communications issues:

All staff emails were viewed as a junk medium due to high usage. In most cases they were ignored, in some cases they were automatically trashed. Hence cut through for important messages was difficult to achieve

Low staff survey response rates. Staff Surveys were generally posted in the intranet and a link was sent out via email. Due to the issues associated with email volumes and all staff emails, the response rate to staff surveys was low. Managers needed to chase staff in order to ensure that important employee surveys were completed.

Free up team meetings. Team meetings were filled with reminders, business updates, product and service updates etc. Vodafone wanted to ensure that team meetings were efficient, effective and focused on their goals – not spending time covering off 'housekeeping' issues.

Centrally manage the internal communication process. It was difficult to centrally manage the number and diversity of messages being put out by different areas of the business.

Drive intranet usage and help people find the information they require. Vodafone were moving to a global intranet which due to its sheer size would be harder to navigate. They were looking for a tool to help direct people to the information they needed.

Gather staff feedback easily. To ensure excellence in every area of the business and involve employees, Vodafone were looking for a means to easily gather staff feedback regarding everything from external contractor performance to preference on future possible brand images.

Timed, targeted employee communications. To ensure employees were able to focus more on customers and less on administration, Vodafone were looking for an internal communications tool that would allow them to receive only targeted internal communications that were appropriate and beneficial to the individual and that were timed to fit in with the employee's work flow.

Vodafone were also looking for a cost effective, high impact way to ensure their continued performance in the following areas:

• Employee brand alignment

• Employee involvement, commitment and enthusiasm

• Vodafone's 'one team' culture and 'I Belong' community spirit

How Vodafone met its internal communications objectives

Vodafone worked closely with Snap Communications to develop a solution that met all of their communications objectives. The Vodafone / Snap internal communications tool set consists of:

Snap Shots	Screensaver images and animation to convey corporate communications messages
Snap Alert	Desktop alerts to ensure cut through for important business messages
Snap Quiz	Pop up staff quizzes
Snap Poll	Pop up staff surveys
Snap Mag	Electronic staff magazines, automatically published and allowing all staff are able to submit articles

All of the Snap internal communications tools are administered by the Vodafone internal communications team via the 'Content Manager'. This is a web based management interface that permits the creation and targeting of messages.

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Screen saver updating staff with the latest product offerings

Example of the 'icommute' staff survey

Example of Snap staff quiz

Example of 'The Lot'

"The Snap internal communications tools brighten the office making it more vibrant. It has positively impacted on staff engagement levels and brand alignment"

Matt East, Vodafone NZ Internal Communications

Snap Shots – Screensaver images and animation to convey messages

Prior to the use of the Snap Shots tool, the Vodafone default screen saver consisted of the user's name and telephone number. Now the Vodafone screen savers are used as live bill boards to project brand messages, business goals, motivational messages, promotion of events, to inspire staff to submit business feedback and ideas, to drive intranet usage (the user can click through to more information regarding a product or service) and to build employee involvement (e.g. to preview new advertising campaigns).

Snap Poll – Pop up staff surveys

Vodafone recognize that their employees often have vital insights with regard to important business issues or have ideas for how to improve business performance. Snap Staff Poll allows Vodafone to capture these insights and suggestions.

The Snap Staff Poll tool also allows Vodafone to measure cultural and behavioural shifts. An example is Vodafone's 'i.commute' survey which tracks how staff travel to and from work. Vodafone is promoting fresh ways of travelling to work as part of its Corporate Responsibility program. The survey shows that, compared with two years ago, there's been great progress with more staff using public transport and less driving alone in their cars.

"Snap staff survey is a great benchmarking tool"

Annette Culpan Vodafone NZ Internal Communications manager

Snap Staff Quiz – Pop up staff quizzes

Vodafone use the Snap Staff Quiz tool to build awareness and reinforce knowledge of key products, services and projects. By utilizing interesting themes and offering great prizes, Vodafone is able to ensure high participation rates

Snap Staff EMag ('The Lot') – Electronic staff magazine

Vodafone wanted to reduce the number of 'all staff' emails and to build community spirit and staff engagement levels and came up with the concept of an online staff magazine. The Vodafone internal communications team worked closely with Snap Communications to turn this vision into a reality.

The Lot is used to:

• Welcome people to the business and farewell those leaving
• Run fun competitions
• House keeping updates – car park sharing update, use of meeting rooms etc
• Advertise internal staff vacancies
• Classified notice board
• And other employee engagement notices

The format allows users to both submit articles and to receive the final published version.
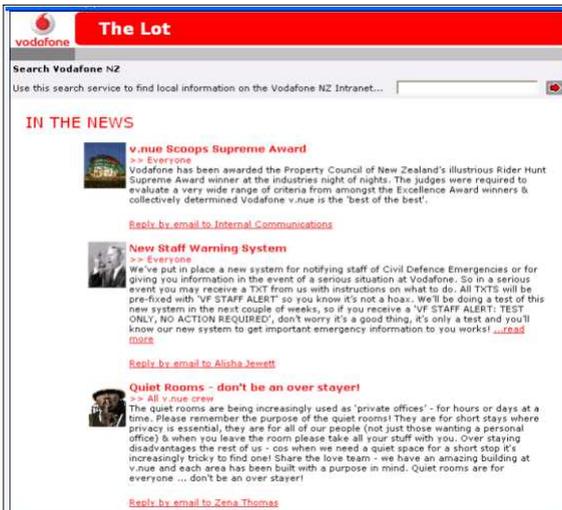
The results speak for themselves (Vodafone June '06 staff survey)

• 50% of people notice a screensaver every time a new one comes out
• 80% of people thought screensaver content was 'excellent', 'really good' or 'pretty good'
• 70% of people though Snap News content was 'excellent', 'really good' or 'pretty good'
• 90% of people do a Snap Quiz 'every time one comes out', 'quite often' or 'sometimes'
• 80% of people ranked Snap Quiz content as 'excellent', 'really good' or 'pretty good'
• 2,500 people read 'The Lot' (Snap Mag) every month
• 50% of people read 'The Lot every time it comes out' or 'quite often'
• 80% of people ranked 'The Lot' as 'excellent, 'really good' or 'pretty good'

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