

## Desktop internal messaging tools help a global telecommunications company maintain business continuity during local unrest

*Fast, effective internal communication is one of the keys to managing a crisis effectively. This case study shows how a major international company used the SnapComms messaging tools to keep its global business running when local unrest forced it to close one of its contact centers.*

When the riots began, the company advised contact center workers in affected parts of the city to stay home for their safety. Then, needing to keep its global business running with one of its contact centers now closed, the company set up a temporary contact center in its head office. One of the main challenges: staffing this contact center, using head office volunteers.

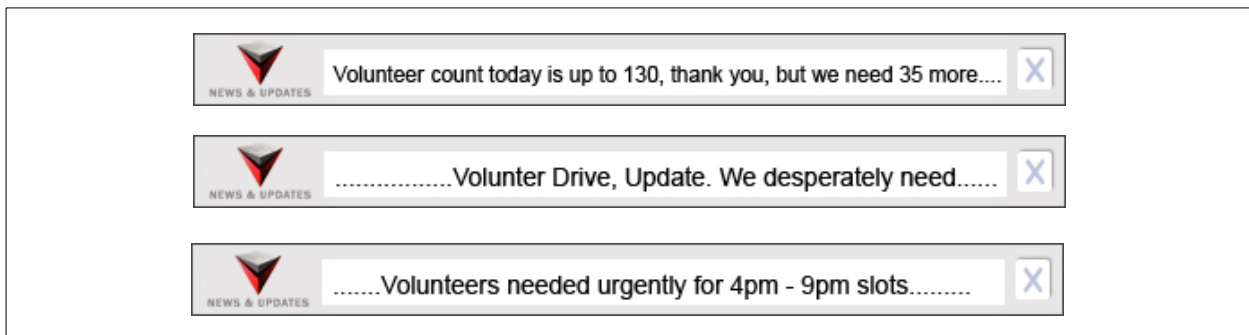
Freeing up these staff was relatively easy: the company's managers quickly prioritized workloads and put discretionary activities on hold. Advising staff that the company needed them to man the phones was a greater challenge. It called for a flexible, engaging internal communications campaign.

### Starting the campaign

*"We needed to reach our people on a Friday evening at around 11pm local time which isn't the best time for any internal communication."*

Internal Communications Manager

To reach people quickly, the Internal Communications team immediately sent a company-wide text message to appeal for staff volunteers. They followed this with a series of emails. Then, as email calls-to-action tend to be weak, they backed these up with an intensive campaign that used the SnapComms desktop internal messaging tools. The aim: to make sure business-critical messages reached staff immediately and that staff noticed these messages and acted on them.

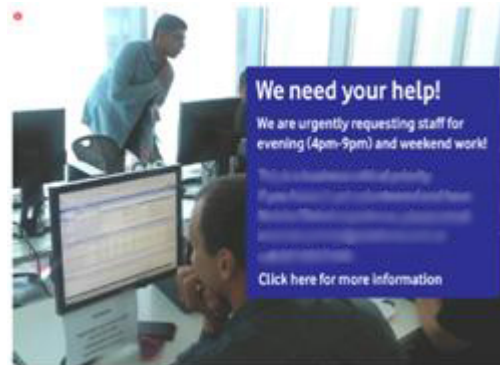
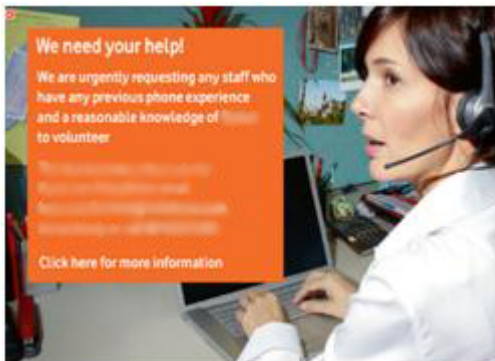


*"The [scrolling news feeds](#) let us keep up momentum. The response was overwhelming. We had over 240 volunteers from across the business contribute",* said the Internal Communications Manager.

### During the campaign

With initial volunteers in place, the company continued to use [screensaver messages](#) to engage staff and keep its pool of volunteers fresh. Screensaver messages reminded staff that the company was relying on volunteer staff to keep its contact center open. They encouraged people to "Put your hands up" and "Stay

*customer obsessed*". They offered volunteers incentives, promoting competitions where staff could win technology prizes.



### Volunteer incentive winners

For the non-Service volunteer draw:

Smartphone

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### Closing the campaign

At the end of the campaign the company invited volunteers and their guests to a thank-you party. They used the SnapComms [internal survey tool](#) to send and manager the invitations. This tool let them target invitations to the desktops of staff who had volunteered, offer staff a range of options to choose from and capture staff's replies, based on those options.



### Summary

This case study shows how a global company, facing a major threat to its operations, used SnapComms messaging tools to reach its staff, enlist and maintain their support, quickly and effectively.

*"Without the SnapComms desktop messaging tools, I doubt we would have had such a fantastic response."*

Internal Communications Manager

About SnapComms:

SnapComms provide desktop messaging tools to enterprises in the U.K., USA, Canada, South Africa, the Middle East and Australasia. Clients include; Ericsson, Bank of Montreal, Cox Communications, National Grid, Time Warner Cable, Yellow Pages Group and Queens Health Network. Both hosted (SaaS) and in-house solutions are available.