## Internal Communications with TelstraClear

### Customer Profile

TelstraClear is a voice and data company, providing innovative market leading products, services and customer focus to the business, government, wholesale and residential sectors. They have the backing of and are wholly owned by Telstra Corporation Limited, Australia's largest telecommunications company.

### Internal Communications Situation

TelstraClear wanted a more immediate and effective vehicle for Internal Communications than the Intranet was able to provide. Busy employees were referring to the Intranet for business and process information but didn't have the time to use it for company news. There was also a need for a tool that would add to flexibility to the suite of disaster response and issues communications.

### TelstraClear's Internal Communications Objectives

**internal communication examples**

TelstraClear wanted to: Ensure staff had the information they needed when and where they needed it

- Be able to alert staff immediately a situation arose

- Cut through email clutter as well as reduce email traffic

- Remind staff of corporate messages, our business strategy and staff benefits

- Let staff know about our current marketing campaigns and customer offers
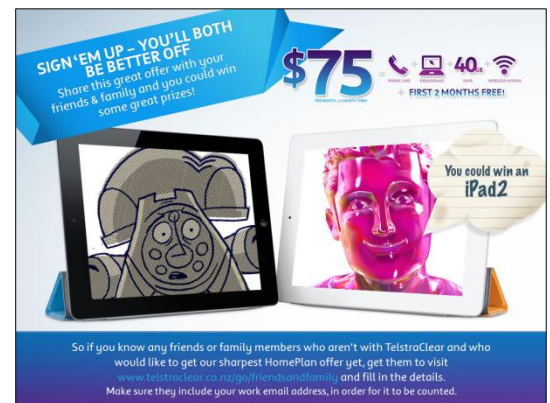


### How TelstraClear used the SnapComms tools to meet its objectives

**employee communications software**



TelstraClear adopted the Snapmag tool to circulate a digital newsletter "Info line". In addition, a desktop pop-up message was designed to have the same look and feel as the magazine and is used to notify staff when editions are published. Hence staff working in any location and at any time of the day or night know it's there.

TelstraClear also use the Screensavers to reinforce key messages and corporate information, including staff benefits, offers and customer profiles".

"*We have found screensavers invaluable when we need to communicate and celebrating our successes. They are simple to execute and are immediate and impactful".* **Head of Communications, Diane Robinson**

The TelstraClear team wanted the tools to appear visually interesting and attractive, and to keep the text first-person and friendly. The exception to this is in emergency situations when messages and commands require more immediacy. In these instances pop-up templates have been designed that relay the situation using 'emergency' colours of oranges and reds.

A series of visual templates have also been developed for specific audiences, as well as sets of screensavers (customer profiles and staff benefits, for example) so each has a specific look and feel. TelstraClear recognised from the start that the tools, particularly the screensavers, need to be current and change regularly to maintain their impact and interest.

**internal communication examples**
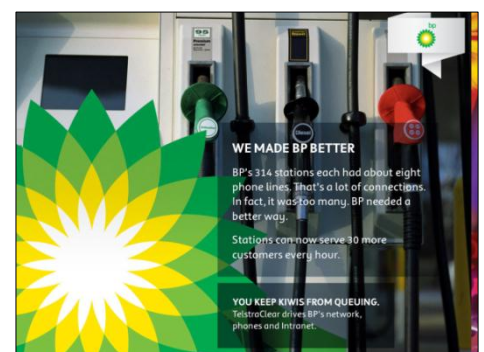
SnapMags are now being adopted by various business groups across the organisation to target specific information and news to their teams, and pop-up alerts are also starting to be used by project teams. They can see the value-add the pop-ups provide with instant messaging and fewer emails. Also, there is added value in being able to track who has – or hasn't read ¬ – the pop-ups. We've now go to the point where teams are coming to us and asking "can we use SnapComms too…"

The bright, fun and colourful screensavers have met with overwhelming appreciation and staff are enthusiastic about new ones.

## Employee Communication Examples

**staff newsletter**

### SnapMag

- TelstraClear's corporate newsletter which goes to all staff and includes news and information across the organisation, from corporate strategy to social news. A regular feature is the weekly 'Upfront' section which is penned by a member of the Leadership Team and generally refers to company initiatives and direction. This used to be a separate communication but has now been incorporated into the magazine to ensure maximum coverage.
- The Networks & Services team have also adopted their own magazine and others are fast coming on board. TelstraClear are about to introduce a mag that targets managers across the organisation, and another for our business sales people to keep them up-to-date with their fast-moving projects and initiatives.
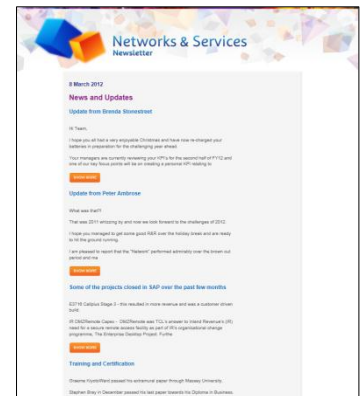
### Desktop Alerts

*"There was also a need for a tool that would add to flexibility to the suite of disaster response and issues communications, and the pop-up alerts tool has achieved this."*

**desktop popup**

**Head of Communications, Diane Robinson**

- Pop-ups continue to be used sparingly so that they remain, like fire alarms, signals for immediate action. We are careful to ensure they are not used as an alternative to email and instead are recognised a carriers of specific info on specific issues. (see example below – email down)
- However, to encourage buy-in, and to ensure that the pop-ups are also a way of delivering positive re-enforcement, the TelstraClear team have developed a 'Birthday' version: during the month of their start date with TelstraClear every staff member gets sent a pop-up with a message from the CEO recognising their tenure.

### Screensaver Messages

**company screensaver**

- **Promotions**. To endure that non-sales and marketing staff find out about promotions TelstraClear use screensavers to let staff know what TelstraClear is doing in the media, and to remind them to let others know about products and services.
- **Customer profiling.** Screensavers are used to remind staff every day of the many businesses and government agencies that rely on us for their telecommunications. They also act as mini-profiles, filling in the picture of the wide range of leading services TelstraClear offer and the value added
- **Sponsorships**: At TelstraClear the primary task is to connect people in ways that make their lives better, richer, and more

**company screensaver**



productive. TelstraClear support many community organisations, particularly in the arts and those that focus on children, youth and families. Screensavers remind staff of the organisations supported and the ways in which it is being done.

- **Values:** There are five words that used to describe TelstraClear's people and approach: Active, Independent, Liberating, Smart, Tomorrow. These are aspirational concepts and TelstraClear regularly create sets of screensavers that remind staff of these. These are interspersed with other screensaver messages and help staff to see and understand the bigger picture vision of "who we are and what we do".
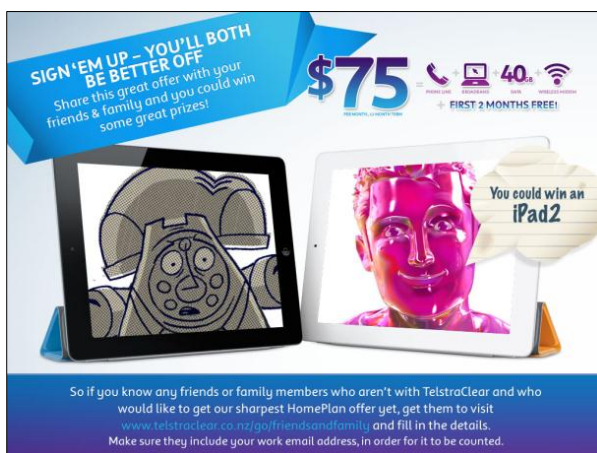
## Conclusions

The staff response to and success of the SnapComms suite of tools has grown organically and more and more of TelstraClear's managers are now able to see the benefits, and the ways in which they can adopt the tools to improve their own communications.

*"We're delighted with the way the tools have helped us improve our communications across the organisation, break down silos and help create an all-important team atmosphere across the group".* **Head of Communications, Diane Robinson**

**company screensaver**



**company screensaver**