

CRM Key Messages Plan

CRM Messaging Plan					
SPECIAL ALERTS					
Special Alert 1	16-Apr	Complete	Managers	Profiles due	Complete by April 29
Special Alert 2	30-Apr	Complete	Managers	Next actions	Complete by May 8
MANAGER'S TOOLKIT					
Message #1	2-Apr	Complete	Managers	Org. Benefits, Terminology, Resources	Attached is the first installment of the toolkit Toolkit contents - slides How to use the toolkit Tips on how to educate your staff
Message #2	8-Apr	Complete	Managers	Post-Training Environment	Post-Training Environment begins April 12(?) How to enter the sandbox Practice available (?) Survey: Was this information helpful? Survey: What can we do to support you?
Message #3	21-Apr	Complete	Managers	Benefits to employees	Benefits to staff - verbatim comments
Message #4	28-Apr	Complete	Managers	Post-implementation support	Contact the War Room at _____ Contact the Help Desk at _____
STAFF TOOLKITS					
Message #1	7-Apr	Complete	Staff	Benefits, Terminology, Resources	Organizational Benefits Terminology Resources Survey: Was this information helpful? Survey: What can we do to support you?
Message #2	13-Apr	Cancelled	Staff	Post-Training Environment	Post-Training Environment begins April 12 (?) How to enter the sandbox Practice available (?) Survey: Was this information helpful? Survey: What can we do to support you?
Message #2	28-Apr	In Development	Staff	Benefits to staff	Impact: No manual processes; all work must be done in the system for it to count Impact: May be some loss of staff Extreme Benefits: TBD Survey: Was this information helpful? Survey: What can we do to support you?
Message #3	12-May	Complete	Staff	Post-implementation support	Known issues The war room is operational Contact information Survey: Was this information helpful? Survey: What can we do to support you?
Venue	Date	Status	Audience	Message Theme	Key Messages

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NEWSLETTERS					
InFocus	1-Apr	Completed	DEM Staff	CRM Training	CRM Training
DEM This Week	22-Apr	Completed	DEM Staff	PTE	CRM releases PTE
CCN Newspaper	22-Apr	Completed	CC Staff	PTE	CRM releases PTE
DEM This Week	6-May		DEM Staff	TBD	CRM releases PTE
CCN Newspaper	6-May		CC Staff	TBD	CRM releases PTE
DEM This Week	13-May		DEM Staff	TBD	CRM releases PTE
CCN Newspaper	13-May		CC Staff	TBD	CRM releases PTE
KINECT Newsletter	3-Jun		KINECT Staff	TBD	CRM releases PTE
INTRANET					
Intranet update #1	15-Apr	Completed	Enterprise	CRM	CRM announcemen
Intranet update #2	29-Apr	Completed	Enterprise	CRM	CRM toolkits
Intranet update #3	13-May		Enterprise		UAT testing
Intranet update #4	27-May		Enterprise		PTE released, training survey
POST-IMPLEMENTATION SURVEY					
Survey #1	May 19 - 21		Managers	Survey	Feedback on Week One post-implementation experience
Survey #2	17-Jun		Managers	Survey	Feedback on Week Four post-implementation experience Survey: Was this information helpful? Survey: What can we do to support you?