# Zephyr Industries
## Project Axius

**CHANGE COMMUNICATIONS PLAN**

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**Title:** Project Axius Change Communications Plan

**Key Result Areas:** Business Process Improvement
**Goal:** Gain enterprise-wide support and rapid adoption as employees' primary information and communication resource. Achieve utilization of the CRM system among 100% of stakeholders.

| Audience | Location/Barriers | Perspectives | Outcome/Desired Results | Strategies | Tactics | Key Messages | Due Date |
|---|---|---|---|---|---|---|---|
| Staff | Enterprise-wide | Mixed | Awareness | | | | |
| | Chicago, Lincoln | • Employees may have positive impressions of benefits associated with CRM<br>• Employees may have concerns about change and/or productivity decrease | • Employees recognize that a new CRM is being implemented<br><br>• Employees can recognize the differences in utility and functionality between the new and old site<br><br>• Employees can identify how the new functionality supports customer service | • Create a bi/weekly e-mail campaign to communicate key messages<br><br>• Communicate positive aspects and functionality of the site to improve acceptance<br><br>• Communicate as business process improvements, underscoring how CRM supports improved customer service | • Develop and distribute an initial e-mail blast regarding the announcement<br>• Develop and distribute biweekly e-mail messages, selected functionality, highlighting key benefits<br><br>• Include messaging on business-process improvement in weekly messages to employees | • New CRM to be implemented in "x" days<br>• New look and feel<br>• CRM differences/similarities<br>• Features, benefits, content, new links, key categories<br>• Enhanced overall experience<br><br>• Improves customer service<br>• Value: Convenience, key benefits integration of systems, clear navigation, performance, intuitive<br>• Date, time, location | Initial blast completed<br><br><br><br><br><br>Biweekly e-mails completed for Nov. |
| | | Mixed | Awareness | | | | |
| | Chicago, Lincoln | • Employees will want to know when/how this is going to impact them<br><br>• Employees may have concerns about using new CRM functionality, impact on work | • Employees can identify when rollout begins, including point releases<br><br>• Employees can translate the new functionality into new, improved way of working | • Communicate how the CRM will enhance employees' work<br>• Communicate timelines for implementation and releases<br>• Provide opportunities to view the CRM<br>• Continued mass comms. messages<br><br>• Utilize Project Axius Newsletter to communicate | • Discuss work functionality and timelines at Regional Webinars – conduct CRM demo<br><br>• Post date on the Commons, DEM Newsletter, CCN Newspage<br>• Dist. Bi/weekly e-mail msgs; Distribute Project Axius Newsletter | • Implementation timelines and release timelines<br>• CRM provides business tools and resources to support staff in providing excellent cust. service<br><br>• Regional Webinar dates<br><br>• What you need to know about CRM: release date, sign on, security, access, Webinar/demo | Nov. 12 – Dec. 10 Completed<br><br><br>Nov. 12 Completed<br><br><br>Dec. 2 Completed |

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| Staff | | Mixed | Knowledge | | | | |
| | Chicago, Lincoln | ▪ Employees may have concerns about using new CRM functionality, impact on work | ▪ Employees can translate the new functionality into new, improved way of working | ▪ Utilize internal communications vehicles | ▪ Send story for distribution to DEM and CC newsletters | ▪ Status, launch date, upcoming "Ask the Expert" Webinar – Jan. 11 | Dec. 15 |
| | | | | ▪ Continue mass comms msgs.<br>▪ Post content on internal communication vehicles | ▪ Distribute biweekly e-mail w/link to intranet<br>▪ Post CRM information on PD Intranet site; post stories in project team e-newsletter<br>▪ Post intranet site on CRM and the Commons<br>▪ Utilize CRM and the Commons to communicate | ▪ Status, launch date, releases, release dates, FAQs, e-mail questions to, upcoming "Ask the Expert" session – Jan. 11<br>▪ Pulse survey – what do you want to know about the CRM?<br>▪ Developing training materials such as user guides, job aides, CBTs to prepare for ILT-staff training, working w/mgrs to schedule training – mgrs will advz<br>▪ See the intranet for CRM information; teasers (see below) | Dec. 16 |
| | | | | ▪ Continue mass comms msgs.<br>▪ Post content on internal communication vehicles | ▪ Send story for distribution to DEM and CC newsletters<br>▪ Distribute biweekly e-mail w/link to intranet/newsletter – use newsletter as job aid<br>▪ Post CRM information on PD Intranet site; post stories in project team e-newsletter/intranet<br>▪ Post intranet site on CRM and the Commons | ▪ Communicate upcoming "Ask the Expert" session – Jan. 11 Developing training materials such as user guides, job aides, CBTs to prepare for ILT-staff training, working w/mgrs to | Dec. 29 |
| | | | | | | ▪ AR policy changes; readiness process w/AR to lay the foundation – major changes coming; stay tuned<br>▪ Visit PD intranet site for info on training, updates, messages, etc.<br><br>▪ Functionality, features – job aid<br>▪ Communicate Alfresco/Share info to targeted groups | Dec. 30 |
| | | Mixed | Ability | | | | |
| | Chicago, Lincoln | ▪ Some potential for EE frustration in logging on, finding links and information | ▪ Employees demonstrate skill in using the new CRM<br>▪ Employees utilize near/full functionality potential | ▪ Communicate training and resources<br>▪ Promote functionality potential | ▪ In biweekly e-mail, communicate training and resources –post on intranet | ▪ Reminder: Ask the Expert Webinar on Jan. 11; Highlight how CRM will support work efforts, key benefits, FAQs | Dec. 30 |
| | | | | ▪ Continue mass comms msgs.<br>▪ Post content on internal communication vehicles | ▪ Place posters around locations | ▪ CRM is coming | Jan. 4 |

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| Staff | | Mixed | Ability | | | | |
| | Chicago, Lincoln | • Will likely encounter some skepticism based on other technology implementation experiences<br>• May experiences some interest in functionality | • Employees are prepared to use new CRM<br>• Employees demonstrate interest in functionality<br>• Employees organize work methods using the new CRM | • Provide support mechanisms for users<br>• Launch CRM publicly | • Host Quarterly Webinar at 11:00am – 12:00pm<br>• Host "Ask the Expert" Webinar to provide training | • We're celebrating the project team's success<br>• Recognize CRM Team members<br>• Pose questions about the new CRM<br>• Functionality, Features, FAQs<br>• Q & A session for users | Jan. 11 |
| | | Positive | Reinforcement | | | | |
| | Chicago, Lincoln | • Continued usage = improved satisfaction | • Employees organize work methods using the new CRM<br><br>• Employees facility with product increases | • Provide support mechanisms to engage audience in the CRM functionality and content<br><br>• Provide recognition opportunities for project team and staff<br><br>• Continue mass comms msgs.<br>• Post content on internal communication vehicles | • Roll out "Tip of the Day" - distributed via e-mail or newsletter identifying selected functionality, highlighting key benefits<br>• Provide e-mail link to CRM team e-mail for CRM questions<br><br>• In biweekly e-mail and on PD intranet, provide recognition for project team and staff using the CRM<br><br>• Post CRM information on PD Intranet site; post stories in project team e-newsletter/intranet<br>• Post intranet site on CRM and the Commons | • Here's how to …<br>• Send your questions about CRM functionality to the CRM team<br><br>• Congratulations to the Project AXIUS team for excellent work; how are you using the CRM in your daily work?; follow-up, FAQs<br><br>• Congratulations to the Project Axius team for excellent work | Jan. 12 – Jan. 31<br><br>Jan. 13<br><br>Jan. 20 |
| | | Positive | Evaluation | | | | |
| | Chicago, Lincoln | • Benefits, convenience = high satisfaction with tool | • Employees rate the effectiveness of the new work method<br><br>• Employees are recognized for success in using the CRM | • Determine employees' effectiveness in using the CRM<br><br>• Communicate successes<br>• Identify glitches and how they'll be addressed<br>• Communicate next steps<br>• Survey employees regarding effectiveness in getting work done | • Conduct a brief survey of user experience on Intranet site<br><br>• Provide recognition for early adopters on the intranet site and/or in the Project Axius Newsletter | • Were you satisfied with opportunities to view/learn about CRM; were you satisfied with communication?<br><br>• Here's how one individual or group successfully used the CRM<br>• Here are some of the tips culled from users | Jan. 27<br><br>Feb. 2 |

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| Staff | | Positive | Ongoing Communications | | | | |
| | Chicago, Lincoln | • Employees will likely look for new content to keep apprised of news, activities, rollouts, etc. | • Employees continue to look to the CRM for information and news | • Promote continued use of CRM | • Post relevant content; keep content fresh | • Post survey results on intranet • Updates, news, Project Axius Rollouts | Feb. 10 Ongoing |
| | | | | | | | |

| Audience | Location/Barriers | Perspectives | Outcomes/Desired Results | Strategies | Tactics | Key Messages | Due Date |
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| New users | None expected | Positive | Awareness | | | | |
| | Chicago, Lincoln | • New users will appreciate the system's robust capabilities | • New users know the look and feel of the CRM is changing | • Reach out to digital venues where new users are currently receiving information<br><br>• Create a digital and print media campaign for new users | • Create tag line for call centers to incorporate into scripts<br><br>• Marketing messages posted on flat screens<br>• Posters distributed and placed around campuses and centers | • Sign on change, benefits, improvements, functionality • Implementation date<br><br>• Sign on change, benefits, improvements, functionality • Implementation date: Jan. 30 | Dec. 21<br><br><br>Jan. 4 |
| | | Positive | Awareness | | | | |
| | Chicago, Lincoln | • New users will likely be very proficient with the CRM | • New users recognize that a new CRM is being implemented and that sign on will change | • Publish content in student venues<br><br><br><br><br><br><br><br><br><br>• Reach out to new users' homes<br><br>• Mass communication reminder | • Develop and distribute an initial e-mail blast regarding the announcement; highlight selected functionality and key benefits – send to KINECT and Online new users<br>▪ Post message on Ecollege<br><br>• Posters, flat screens, Postcard mailing<br><br>• Reminder e-mail | • New look and feel • Entryway, Banner • CRM differences/similarities • Features, benefits, content, new links, key categories • Enhanced overall experience • Value: Convenience, key benefits • integration of systems, clear navigation, performance, intuitive<br><br>• New CRM is coming • Benefits<br><br>• New CRM is coming • Benefits | Jan. 4<br><br><br><br><br><br><br><br><br><br>Jan. 4<br><br><br>Jan. 11 |