

Xxxx GCC Communication Strategy Plan

Summary of the situation	We are currently in pilot in NORAM and EMEA. Xxxx Customer Operations team has reached out to 22 NORAM clients. There are 20 CNX agents trained and ready to take calls. Pilot went live in July 2019. To date there have been very few GCC tickets opened. Customer and internal adoption is low.
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Desired Outcomes	Organizational Outcomes (the business need)	Communication Outcomes / Objectives
	<ul style="list-style-type: none"> Create a single 24x7 Customer Contact Centre Provide a consistent, single point of entry to streamline customer engagement with Xxxx Improve and standardize the customer experience across regions and functions Provide common internal service levels for the response to and resolution of customer issues Provide a consistent entry route for potential new customers or external contacts to contact Xxxx Enable multi-channel capability in the contact centre 	<ul style="list-style-type: none"> Drive customer adoption Drive awareness internally Promote the benefits of GCC internally/externally Arm Xxxx colleagues and customers with the tools to communicate the benefits of the GCC effectively

Audience	Audience	Current Mindset	What we want them to Think	What we want them to Feel	And <u>Do</u> as a result of the communication
	Customers	Unaware of the service itself and/or the benefits of it	The GCC is the best way to raise inquiries with Xxxx.	It is a reliable service to log an inquiry	Choose the GCC as their first stop for raising inquiries with Xxxx
	All Xxxx Colleagues	Aware of GCC, but do not understand its role and the benefits it can bring	The GCC is a beneficial service for customers to raise inquiries with Xxxx	Happy to recommend the GCC to their customers	<p>Be clear in what they are being asked to do to support the GCC.</p> <p>Evangelize the use of the GCC to customers and support any actions requested of them to promote the GCC.</p>
	Xxxx Resolver teams	Engaged in the GCC project. While most welcome it, some are hesitant because they are concerned with impacting existing customer relationships	The GCC is a beneficial service for handling inquiries and they can see the potential for the growth of the GCC to improve service.	Comfortable with the service and with the fact that it is beneficial to them and their customers	<p>Be clear in what they are being asked to do to support the GCC.</p> <p>Promote it with their customers as the main channel to raise inquiries with Xxxx.</p>
	Xxxx Account Managers, Client Executives, Support Managers, and Delivery Managers	Aware of the service, unaware of the benefits	Best way for smaller customers to raise inquiries with Xxxx and is a beneficial option for priority customers	Happy to recommend the GCC to their customers in the correct situations	<p>Be clear in what they are being asked to do to support the GCC.</p> <p>See the benefit of the GCC and have clarity on which customers they should push toward the GCC and which they should recommend the GCC to as an option</p>
	Xxxx Executives	Aware of GCC, but not all of them may fully understand the full spectrum of benefits it can	The benefit to customers justified the internal investment in Time and Manpower.	Satisfied that Xxxx is easier to do business with and that there is an improved	<p>Be clear in what they are being asked to do to support the GCC.</p> <p>Promote the GCC internally and externally</p>

Xxxx GCC Communication Strategy Plan

		bring to customers and the organization.		means to handle customer escalations	

Messages	Messages	Supporting Information/Data/Proof Points/Anecdotes
	What is the GCC?	<ul style="list-style-type: none"> Available 8:30-5:00 PM EDT/BST M-F Telephone Numbers We have listened to your feedback and heard how you want Xxxx to be easier to do business with So, we have created the Xxxx Global Contact Centre <ul style="list-style-type: none"> A dedicated team that logs and tracks any enquiry This is a one stop shop for all customer enquiries We will log your enquiry and ensure a prompt response from the right person A consistent, single point of entry to streamline customer engagement with Xxxx
	What are the Customer Benefits?	<ul style="list-style-type: none"> Accountability -- tracked Inquiries that are responded to promptly by the correct Xxxx colleagues Convenience -- Log the enquiry when it works for you - not when you can get a hold of someone Efficiency -- One number to call to get you to the right place Continuous improvement -- Inquiries are categorized to find root causes across the organization and Xxxx' customer base Consistency -- Provides a standardized customer experience for all your enquiries
	What does the GCC Service entail	<ul style="list-style-type: none"> Support for questions in the following areas: <ul style="list-style-type: none"> Billing and Payment (e.g., invoicing, payment status) Professional Services (e.g., project status) Sales (e.g., new product inquiries, sales rep contact information) SaaS Cloud Operations (e.g., new user additions, password unlock and reset requests) Production Support (e.g., follow up on a ticket) <ul style="list-style-type: none"> To report production issues, please continue to use the Service Cloud ticket portal. Escalation Support (e.g., escalation contact information or if additional help is needed) And don't worry if it's none of the above – the GCC will take your call and find the right person for you to talk to.
	What are the internal benefits?	<ul style="list-style-type: none"> Coverage if "normal contact" is out of office No longer have to take customer calls blind – GCC will gather preliminary information to help you respond in a more informed way Escalations will follow a process – no more chasing escalations across multiple parts of the business Inquiries are not owned by an individual, but by a function Inquiries are available in Service Cloud-- keep things from getting lost in your email Let's you view all inquiries across customers, products, or geographies Helps categorize issues and find root causes across the organization and customer base Helps find the right person for the customer to talk with
	Why use the GCC?	<ul style="list-style-type: none"> We are committed to changing customer experience and the way you work with Xxxx

Xxxx GCC Communication Strategy Plan

	<ul style="list-style-type: none"> One of the ways is to provide more streamlined approaches to contacting us The Xxxx Global Contact Centre (GCC) is a cornerstone of that commitment One place to call – especially when you don't know who to call
Where the GCC in place is today and where is it going?	<ul style="list-style-type: none"> Currently in NORAM and EMEA operating 8:30AM-9:00PM Local time
When will the GCC officially launch	<ul style="list-style-type: none"> Early 2020 (Jan)
How will it be implemented?	<ul style="list-style-type: none"> Initially will be available via telephone: NORAM: +1.845.926.4161 EMEA:
Who does the GCC impact?	<ul style="list-style-type: none"> All customers and Xxxx colleagues
What have we done so far?	<ul style="list-style-type: none"> Built dedicated flow within Service Cloud to allow the recording and ongoing management of inquiries Designed new ticket format & process Established resolver groups to respond to all expected inquiry types Created internal processes by department and enquiry type Trained a team of agents to handle and direct incoming calls Made the GCC available to all existing DTS customers Stress-tested the system with nearly 500 pilot calls
What is coming next for the GCC?	<ul style="list-style-type: none"> Multiple communication channels: <ul style="list-style-type: none"> Live Chat Email inquiries Direct enquiry ticket entry on Xxxx Support Portal Multi-language support 24x7 availability

Channels and Tactics	Channels	Timing	Audience	Who Coordinates?	Notes
	Follow-up email with more detail and launch date	Dec 2019	Internal and External	Marketing with sign-off from Support Operations	
	Launch email	Early 2020	Internal External	Marketing with sign-off from Support Operations	
	Team meetings throughout organization	Early 2020	Internal	Slide deck/material created by marketing. Individual managers discuss with teams	
	Website message	Early 2020 (coordinates with Launch)	External	Marketing in conjunction with xxxx	
	Launch Party	Early 2020 (coordinates with Launch)	Internal	Marketing. People team?	
	Town hall meetings	Quarterly (Target 1Q CY 2020)	Internal	Executives with material from marketing/Ops	
	Targeted sessions with Resolvers, AMs, CEs, Support Managers, Delivery Managers	Weekly	Internal		
	Customer feedback channels	24/7	External	GCCFEEDBACK@XXXX.COM – goes to ops	
	Colleague feedback channels	24/7	Internal	GCCFEEDBACK@XXXX.COM – goes to ops	
	Incentives/Contests for clients	Throughout 1Q CY 2020	External	Marketing	

Xxxx GCC Communication Strategy Plan

	Incentives/Contests for Xxxx Colleagues	Throughout 1Q CY 2020	Internal	Marketing	
	Social Media posts on LinkedIn, Twitter, FB, Instagram	Starting post Launch Party and continuing through CY 2020	Internal/external	Marketing	Could tie to employee contests for reposts, views, etc.

Measurement	Measurement	Outcomes
	Increase in calls statistics	
	Adoption rate across customer base	
	Employee feedback from Town Hall and or other events	
	Other (specify):	

Calendar/Timeline	Dec 19	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct
Teaser Email											
Follow-up email with more detail and launch date											
Launch email											
Website message											
Launch Party											
Town hall meetings											
Targeted sessions with Resolvers, AMs, CEs, Support Managers, Delivery Managers											
Customer feedback channels											
Incentives/Contests for clients											
Incentives/Contests for Xxxx Colleagues											
Team meetings throughout organization											
Bulletin boards/posters/other signage											
Social Media											
Other:											