



PROJECT

CLIENT REQUIREMENT



A global textiles manufacturer required the development of an internal communications strategy. Sponsored by the CEO and HR Director.

CULP SOLUTION



A comprehensive analysis of candidate and employee experiences to understand touchpoints and communication channels. New CX and EX were designed and together with culture survey data; develop a 12-month internal communication and internal employer branding strategy.

RESULT & IMPACT



The 12-month internal comms strategy incorporated; content pillars, types, target audience, frequency and channel. The objective of internal comms resulted in the flow of information from top-down; bottom-up and across the organization which created transparency.

Implementation started the process of breaking down silos and the content focused on story-telling, team building, awareness/announcements, business performance, sustainability and reinforcing the EVP. Employees felt more included and aware of what was happening in the business, with customers and amongst fellow colleagues.

Internal comms has since expanded and been refined to generate more engaging content for employees.

LEARNINGS



It's a grey area still as to where internal comms is owned. Is it marketing? Is it HR? All forms of communication should be produced by marketing, however, the data that informs internal comms is owned by HR to achieve strategic objectives and manage any employee concerns.