

Communication Strategy- CAFM launch, April 2015

Project Objectives / Mission & Vision

- Mission: communicate and train role out of phase two (facility management ticketing) to global company.
- To make a change to how GWS requests come in, from email creation to form created through Self-Service Portal.
- To make a mental change for associates in how they should request help.

Communication Objectives

- Reasons for the new process (why is it better?)
- Know how to use the new process
- Where to find the new system/process


Audience / Key Stakeholder Analysis

- user base that is requesting
- user base that is managing
- Primary: requesting group, all associates and the managing group, all GWS
- Key Stakeholder: GWS, IT

Assumptions and Potential Issues or Risks

- Not being on time (communicating too early is a possibility)
- Associates don't want to adopt a new procedure
- Most associates don't currently look for Self-Service Portal, may not know where to find it
- Not enough visibility

Communication Approaches – Options listed in a separate document

- Internal communication with our team. Encouraging our associates to not just submit emails. (make that self service portal available in every possible place)
 - email, pre- to GWS (training invites in conjunction)
 - Get all of GWS to put it into our signature... “Need support? Visit support.redhat.com to get immediate attention for your office needs.” or something like that... make part of email
- training to gws associates, hosted by 

Communication Strategy- CAFM launch, April 2015

- Get all of GWS to put it into our signature... “Need support? Visit support.redhat.com to get immediate attention for your office needs.” or something like that... make part of training
- Quick Reference Card (QRC)
- message on front page of Mojo
- contests... some sort of incentive? (to associates not internal)- maybe having a drawing of everyone who submits, once a week. Once a month do a raffle once a week for a month for people who put in a ticket
 - one for associates just for submitting a ticket
 - one for office managers for encouraging associate participation based on percentage
- digital signage
- video of self-service portal
- email, announce-list
- email, office-lists (follow up, a few weeks after) from office manager... maybe even announcing contest
- in person ticket submissions, office managers host (Core sites) : post go-live

Key Messages

External

- The new way to submit a request to the Global Workplace Solutions team is through the new Self-Service Portal.
- You can submit a ticket to GWS, as well as People Team, IT, and Payroll.
- Self-Service Portal is a new way for your ticket to be responded to quickly through a form (benefit of using the form).
- Our response time will be quicker and more efficient if you submit your request through the new Self-Service Portal.

Internal

- How to?? This is how you now support associates that submit tickets.
- This is how you better service our associates.
- No longer in Issue Tracker, now in Archibus. One tool, many uses.

Governance & Reviews

- [REDACTED]
- [REDACTED], [REDACTED], [REDACTED]
- Internal CAFM Phase 2 team

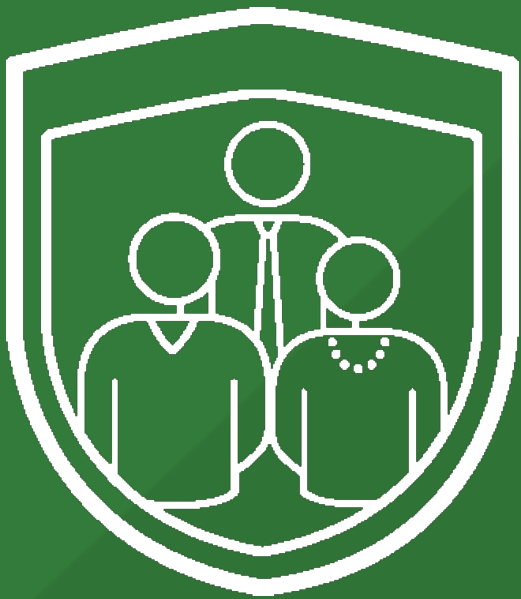
Metrics

Communication Strategy- CAFM launch, April 2015

- On budget, quality product
- Change mindset of the associates to go to a portal, not an email address

HELP IS HERE!

help.redhat.com



- IT
- Payroll
- People
- **And Introducing:
GWS**

Submit a ticket for direct service,
better quality, and faster results.

**A LITTLE TIME NOW
SAVES A LOT OF TIME LATER.**

Submit a ticket for
direct service,
better quality, and
faster results.



help.redhat.com

A Self-Service Portal collaboration with IT, Payroll, People, and introducing GWS.

LET US HELP YOU NAVIGATE.



We'll show you where you need to go.

help.redhat.com

A Self-Service Portal collaboration with IT, Payroll, People, and introducing GWS.

LEAVE EMAILS BEHIND.

Submit a ticket for direct service,
better quality, and faster results.



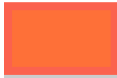




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A Self-Service Portal collaboration with IT, Payroll, People, and introducing GWS.

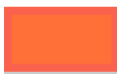
Communication Strategy- CAFM launch, April 2015

Date / Timing	Comm / Vehicle (From)	Audience	Purpose / Key Messages	Responsible	Process / Comments
PLANNED					
March 17th	[Redacted]	All GWS associates	Send communication to GWS about ticketing launch	[Redacted]	
March 17th	GWS Training Invites [Redacted] GWS Training@cedat.com		Send ticketing training invites to GWS	[Redacted]	
March 23rd	Digital Signage	[Redacted] / [Redacted]	Submit the Digital Signage	[Redacted]	For all three phases
March 23-24th	[Redacted]	Office Managers	Send out fliers in email to hang in offices	[Redacted] / [Redacted]	For all three phases, same as digital signage
March 25, 26, 27	Blackboard	All GWS associates	Training	[Redacted]	
March 30	Digital Signage #1	All associates	Pre-launch signage	[Redacted]	
March 30	Fliers #1	All associates	Pre-launch physical signage posted in all offices	Office Managers	

Communication Strategy- CAFM launch, April 2015

April 6	--	--	Launch		
April 6	Digital Signage #2	All associates	Official Launch signage		
April 6	Fliers #2	All associates	Official Launch physical signage posted in all offices	Office Managers	
April 6	Mojo	All associates	QRC (Quick Reference Card) posted in Mojo		
April 6	Mojo	All associates	Front page banner	Internal Comms/ 	Double check that this fits within their parameters of announcements
April 6		All associates	Email announcing launch		include QRC, tag line, etc.
April 6	help.redhat.com	All associates	Change front page	IT	Change the communication to take out the "(coming soon)" from the GWS blurb.
April 27th	Office Lists	Core offices (others can opt in)	Email to announce contest	Office Managers	Detail rules, prizes, ect.

Communication Strategy- CAFM launch, April 2015

April 13th	IT, People, Payroll, GWS office managers, etc	Decision makers	Start discussions about contest to see who would like to participate		The initiation belongs to Crystal, but the delivery would be shared responsibility
May 1th	Office lists	Core offices (others can opt in)	Email follow up reminder about contest	Office Managers	Optional, to the office managers discretion
May 4th- June 4th	help.redhat.com	Those in contest	Contest Launch	Office managers/ Crystal Zembal	Runs for one month, driven by office managers, winners picked by Crystal (through CAFM)
May 5/6th	In-person community area engagement	Those in contest	In-person help on how to use the portal	IT, GWS, People, Payroll, etc	Collaborative session between departments to help all associates engage in learning
maybe			contest for Office Managers		this would be concurrent to the associate contest

