

HOW INTERNAL COMMUNICATION CHANGES THE CONVERSATION AND DRIVES ACTION



Pride-inducing customer messages should be the essence of WTW

- STARTING POINT**
- Aha moment of storytelling at an art museum
 - Office renovation sparks a desire to do something new and different
 - Inspired by (GC's) signage ads in CPH Airport, a desire to create something cool
 - Part of a global company, so many guidelines and standards from HQ

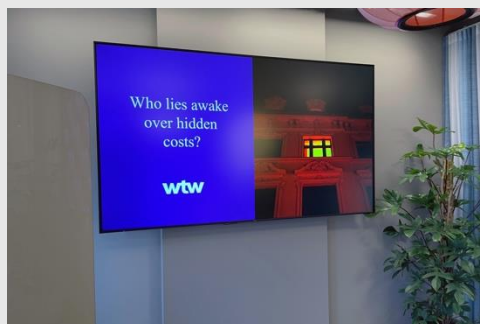
- CHALLENGE**
- Collective feeling of many limitations in communication
 - Several offices in Denmark (hence pilot in Nærum)
 - Many opinions on communication because it is less fact-based
 - Use of internal functions versus external consultants
 - The target audience is customers, partners, and employees in WTW

- PROCESS**
- Kickoff with the process, objectives, supporting evidence, empirical data, etc.
 - Deep Dive (image analysis, customer satisfaction survey, engagement survey, company presentations, WTW design manual, etc.)
 - Interviews with the executive team, P/L managers, PR, Communication etc.
 - Drafting of raw texts and selection of photos
 - Condensation and refinement of texts in Co-Labs with the WTW team
 - Two approval rounds with the sponsor and steering committee
 - Final reporting, approval, and formatting in WTW templates

- RESULT**
- WTW's key customer messages translated into what the reader should think
 - 'Outside-in' questions on the signs create dialogue and action
 - Selected to address prejudices, reservations, ignorance, opinions, etc.
 - Targeted at WTW as a company, as well as Pension and Insurance, which are three distinct categories
 - A total of approximately 20 messages translated into Danish and English to fit the target audience

- TIPPING POINTS**
- Clear expectation alignment at each phase of the process
 - Accept on methodology and purpose so that everyone sees the value
 - Evidence- and empirically-based approach regarding language, photos etc.

DELIVERABLE



“ It has turned out even better than I had imagined, and everyone who sees it loves it. Thank you for the collaboration. We are very satisfied with the result ”

Lars Christensen
CEO