

Company	Focus
Public Sector	Internal Communications Improvements; Cost Efficiencies

## Developing a Targeted Communications Strategy

### Business aim

- To identify more effective and efficient ways to communicate across a diverse organisation
- To develop staff internal communication material



### Key steps

- Face to face interviews with key stakeholders and staff. Focus groups with staff across the organisation
- Online self completion survey made available to 100,000 staff
- Statistical modelling to develop segmentation

### Business outcome...

- delivered a practical segmentation model to improve the targeting of communication and reduce duplication
- identified five key segments based on department and job role with different communication requirements
- highlighted the most appropriate methods and channels for communicating to each segment
- the organisation is currently piloting a number of new and improved communications
- cost savings have already been achieved by reducing the number of staff magazines distributed across the organisation and different segments