

World Service Communications
Intranet Promotional Campaign
2015

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Overview

Effectively engaging World Service's 20,000 Customer Care Professionals (CCPs) is challenging due to a number of factors, including front line employees have little free time to seek out information, an increasing number of CCPs work at home, language barriers, and the reluctance on the part of CCPs to use new communications channels and technologies.

The World Service Communications team is rolling out a new intranet, to be housed on the redesigned corporate-wide intranet, **The Square**. The site is designed to address many of the aforementioned challenges of engaging employees scattered across 23 global markets.

Objective

To drive awareness and use of redesigned World Service intranet among employees.

Strategy

A year long promotional campaign from one month prior to the site's launch to its one year anniversary utilizing a variety of messages, communications channels, and tactics to get employees to view the site as an important information source, career development tool, and a way to connect with the larger American Express culture.

The 13-month campaign will be divided into five phases with distinct strategies, tactics, and messages.

Phase 1: Entertain (From 1 month prior to launch to launch)

Phase 2: Inform (From the site's launch to one month after)

Phase 3: Engage (From one month mark to three months)

Phase 4: Empower (From three month mark to six month)

Phase 5: Inspire (From six month mark to one year anniversary)

Phase One (Pre-launch) Entertain

Strategy

Creating “buzz” (enthusiasm) for the new site utilizing a mix of “entertaining” features with a heavy emphasis on visual media, including posters, buttons, and videos. The goal is to get employees to the site.

Tactics

Movie-type posters playing off the name of the new site containing just enough information to peek employee interest. Posters will to be placed in key locations globally.

Buttons “Hip to the New Square?” worn by communications team globally and Team Leaders and Service Delivery Leaders

Short one-minute video clips from senior World Service executives, corporate communications team, and Team Leaders and Service Delivery Leaders talking about a site feature. The sound bites will be styled off actors/directors interviews with media outlets like Entertainment Network.

Movie-styled advertising clips on TV monitors previewing the new site.

Prelaunch contest. Ask employees what they want from the site. The four best suggestions (two from virtual employees) will win prizes from the American Express catalogue and will have their suggestions implemented to the extent possible.

Briefing books for Service Delivery Leaders and Team Leaders highlighting the site’s potential for promoting CCP engagement, morale, and productivity.

Host video conferences with the same groups to generate enthusiasm for the site and explain the roles they will play in driving awareness and ongoing use of the site.

Phase Two (Launch to one month mark) Inform

Strategy

Inform employees about the site’s launch giving them an overview of the site’s capabilities and a chance to voice opinions about it.

Message

The site will enable you to be better informed about World Service and AMEX helping you to connect you work to the wider-world and will also give you the information you need to do your job, progress in your career and take advantage of AMEX benefits.

Tactics

Log-on. When an employee logs-on in the morning of the launch entire screen of their computer should be filled with an animated version of the pre-launch publicity campaign poster.

When they click on the poster they will be taken to the site's homepage and a short video from World Service head, Jim Bush, speaking about the role he sees the site playing (inform, engage, empower, inspire).

One line email as well. "Are you hip to the new Square?" on launch day. Click on here to find out what we are talking about.

Each day during the first two weeks short video clips sent via e-mail to employees introducing the site's various features.

TV monitors announcing the site's launch.

Video interviews posted online of employees, Team Leaders and Service Delivery Leaders talking about what they like about the site. This feature should mirror TV interviews of people coming out of a movie.

(Phases 3-5 are focused on creating a long-term relationship between site and employees.)

Phase Three (from one month to three months) **Engage**

Strategy

Once we've got employees attention and thinking about the site, it's time to engage them to make it more likely that they will regularly visit the site. Team Leaders and Service Delivery Leaders will play key roles in this phase.

Tactics

Launch of site's Facebook page. The page will be one of the main tools to continuously engage employees in a dialogue about the site and it's contents. The site will also be used to announce the site's new features and content. Fun or entertaining features can be incorporated into the page as well.

At Home at Work. Launch of special section focused on virtual employees and issues particular to their situation. The section will be part of the Facebook page as well and will provide an opportunity for virtual employees to engage with each other as and their colleagues located in Service Centers. The section will enable virtual employees to engage with the larger AMEX community as well.

Online contest on the site's content leading up to the three-month mark. Four winners in each region (at least one virtual employee), with winners attending an AMEX sponsored event (concert or sporting event). This will enable us to gauge how much of the site's content employees are absorbing. Team Leaders and Service Delivery Leaders will be responsible for running the contests encouraging participation and awarding the prizes.

Contest to come up with the site's motto at three-month mark. "Are you hip to the new Square and what it means?" Employees send in suggestions for the site's motto and explain why it best describes what the site's all about. World Service Communications will provide the guidelines for the contest and a panel of Team Leaders, Service Delivery Leaders and Senior Executives will pick the winner, who will be awarded a \$1,000 AMEX gift certificate.

[Phases 4 and 5 focus on getting employees to come back to the site regularly. The two phases will communicate the long-term value of the site by empowering and inspiring them.]

Phase Four (from three months after launch to six months) **Empower**

Strategy

This phase will demonstrate to employees how the site will empower them to excel in their jobs and advance their careers.

Tactics

Create a poster highlighting the site's empowering capabilities (again modeled off a movie poster) to be placed at key locations.

Video interviews of employees (including virtual) who have tapped into the site's empowering capabilities highlighting how the site has enabled them to be more productive, serve customers, and advance their careers. The short interviews will be posted on the site every week as well as on the site's Facebook page.

Post stories online every two weeks during this phase about one of the site's empowering features.

Partner with HR Learning and Development to publicize classes/programs with co-hosted local events. Post an interview with Learning and Development head in which he talks about what CCPs can get out of participating in L&D programs.

Phase Five (from six months after launch to one year anniversary) **Inspire**

Strategy

This phase focuses on story telling (told in both first and second persons) to inspire employees in their careers and life outside work. Stories will focus on how employees have gone the extra mile for customers, solved difficult problems, contributed to their communities, and overcome personal challenges. Stories are potent way of engaging employees in call centers (including virtual employees) outside the U.S. who have overcome obstacles to lead successful careers at AMEX. Good stories transcend geographic and cultural differences.

Great stories are also a powerful way of communicating values and for readers to feel connected to the company and their AMEX colleagues.

Tactics

Create a special section on site for inspirational stories.

Launch of special section will include a video message from World Service head, Jim Bush, telling a story when he was inspired by a fellow AMEX colleague.

Post 500-word story every three weeks on the site about an employee who went an extra mile for a customer, resolved a difficult problem, come to the aid of a colleague, or did something extraordinary outside work.

Post appropriate inspirational stories on Corporate Facebook page. This is a great way to give employees featured in stories added visibility, boost employee morale, and show the outside world the extraordinary things employees have done both for customers and their communities.

E-mail to employees every two weeks asking them to tell us who they find most inspiration in a variety of professions/historic figures as well as in their personal/professional lives. Their responses will be posted every two weeks (alternating with the above feature).

Post inspirational quotes every other day on special section of site.

Post a story every month on one of the 20th century's most inspirational figures. Featured people should represent a cross section of geographies and cultures.

Post a story every month on contemporary “ordinary” people who have done something inspirational or are leading inspirational lives. Again they should represent a cross section of geographies and cultures. This will require outside research.

Head: **World Service Revamped Site Launched**

Subhead: **Are you hip to the new Square?**

It’s new, we think vastly improved, and will make the adage “stuffy corporate website” a thing of the past, well at least as it applies to American Express.

What are we talking about?

The revamped World Service intranet.

“Everything you need to know, want to know, and will be empowered and inspired by knowing.”

The site incorporates many of the features you’d expect from the best news and information portals: videos, info-graphics, photo essays, employee and executive profiles, feature stories, share and like buttons, comment sections, and more.

The new site is part of a redesigned **The Square**, which features a new global homepage, refreshed design, and a more streamlined navigation.

“Our primary focus in revamping both sites was to create a better end-user experience,” explains Information Technology’s Steven Connelly, project manager.

“Employees don’t have time to scroll through endless web pages to find information and want to be engaged from the get-go,” he goes on to say, adding that the sites’ designs and technology backing them up, as well as their new features, go a long way toward meeting those requirements.

Click [here](#) to view a video of World Service head, Jim Bush, executive vice president, talking about the new site.

World Service communications teams across the globe reached out to employees, Team Leaders, and Service Delivery Leaders to find out what they wanted out of a revamped site.

Many of their recommendations have been incorporated into the site and the dialogue will continue, according to Tom Sclafani, vice president, World Service global communications team leader. “We want the site to be a vehicle for a continuous conversation between employees, their managers and the communications team and senior World Service executives in New York, Ft. Lauderdale and elsewhere,” she emphasizes.

Keep in mind it's your site so let us know what you think of it, and don't hesitate to include your suggestions for making it even better.