



Internal Marketing: Engaging Employees Through Transformation

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“The single biggest problem in communication is the illusion that it has taken place.”

George Bernard Shaw
Irish Playwright

Building the Plan to Market to Employees

Understand Our Audience

Deep dive into the needs and behaviors of our audience(s)

Create personas to help tell better stories using the right channels

Evaluate Current Vehicles

Perform channel audit of existing internal communications

Research external channel considerations

Tell Important Stories

Establish high-level content strategy for major initiatives

Develop editorial calendar

Turn Plan Into Action

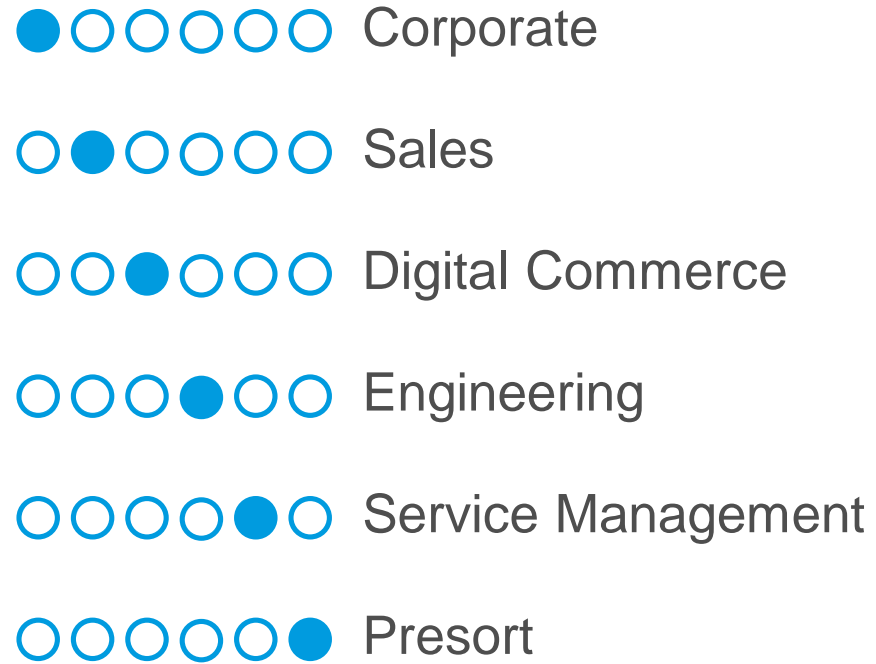
Define roles and responsibilities

Utilize collaboration sites to execute

Personas are storytelling tools that help us understand our audience's goals and desires through composites of real people.

They serve as the basis for communications planning.

Personas Identified



Persona: Prav in Engineering



Prav is always striving to make things better. No matter the size of the project, he'll do whatever it takes to ensure that the next solution is moving things in the right direction.

Prav tends to get to the office early around the same time every day. He'll check in with the rest of his team and find out how his colleagues are making progress with their work. He'll discuss what works and doesn't work in creating solutions, and then plan on how to best move forward.

Most of Prav's time is spent with other engineering colleagues, though sometimes he may engage with people from other groups. Prav spends almost an equal amount of time working independently as well as collaboratively with colleagues. When interacting with other colleagues, he will do so both through email and face to face.

Prav feels compelled to continue learning in life. He also sees it as part of his job to understand new technologies, new ideas and what people are talking about in his industry.

Since Prav is constantly working to build something more innovative, he wants to understand how the rest of the company is also doing the same. He's also interested in what her other colleagues are doing that might lead to better solutions.



Prav's Goals

- Develop product solutions that meet the company's goals and keep clients happy.
- Learn about new ideas and technologies that might inform and improve engineering practices.
- Foster a work environment that leads to better ideas and solutions.
- Understand how engineering can help the company in new and different ways.

How We Talk to Prav



Make the most out of in-person interactions.

For people in engineering, in-person interactions serve a purpose that's distinct and valued, so optimizing these interactions can create more engagement.

Give him opportunities to continue learning for his job.

Engineering employees seek opportunities to continue making improvements to their work; encourage this behavior and provide opportunities to do so.

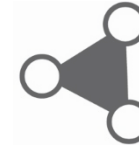
Highlight best practices for knowledge sharing and productivity.

Process and knowledge sharing are critical to those creating technical solutions. Content that speaks to this need will increase meaningful engagement.

KEY INTERNAL CHANNELS



email



intranet



manager



town halls

KEY EXTERNAL CHANNELS



LinkedIn



YouTube






mobile



Facebook

A Note on Personas

-  Personas are tools that can be used to more effectively create any targeted communication or campaign.
-  Through storytelling, personas help generate empathy in the person creating the communication.
-  Persona communication guidelines serve as a useful baseline for identifying the right approach and channel opportunities.

Evaluating Current Vehicles

Analysis Using Three Key Attributes

Usefulness

- Does the audience find the communication valuable?
- Does the communication serve the purpose we wanted it to achieve?

Engagement

- Does our audience remain engaged with the communication?
- Is the communication presented in a way that is consistently memorable?

Accessibility

- Can our audience successfully access the communication in the channel they find most suitable?
- Is the communication accessible in all of the most useful channels?

It's also worth keeping in mind how employees utilize external channels for future communication opportunities.

External Channel Considerations



Mobile plays a key role in how employees communicate in all BUs – from sales to presort. Besides optimizing all experiences for mobile, a dedicated company app could create an additional layer of value for communications.



LinkedIn is a highly utilized channel for many employees for both professional and personal uses. While opportunities for internal communications are limited, taking advantage of advanced features on the platform such as blogging and social following can help create positive perception of the company.













Salesforce is as ubiquitous as email for sales and digital commerce teams. Given the overwhelming volume of email received, using the Salesforce Chatter platform for company messaging could prove useful and direct.



YouTube is one of the most popular platforms in the world, which means that it's highly shareable. Company videos hosted on YouTube can bridge conversation between internal employees and external partners, potentially boosting brand equity and EVP.

Mapping Priority Channels to Personas

PERSONA	INTERNAL CHANNELS						EXTERNAL CHANNELS			
										
Corporate	✓	✓	✓				✓	✓		
Sales	✓	✓	✓				✓	✓	✓	
Digital Commerce	✓	✓	✓				✓	✓	✓	
Engineering	✓	✓	✓	✓			✓	✓		✓
Service Management	✓	✓	✓				✓	✓		
Presort			✓		✓	✓	✓			

Tell Important Stories

InsidePB:

The screenshot shows the Pitney Bowes internal social network interface. At the top, there is a navigation bar with links for 'Apps and Tools', 'Translate', 'Personalize', and 'Email this page'. The main header features the Pitney Bowes logo, a search bar, and a user profile for 'Sheri Welte' (US_MGR, INTERNAL DIG STRATEGY) with 42 followers, 18 following, and 0 posts. Below the header is a navigation menu with 'Workspaces', 'Policies', 'People Directory', 'Documents', 'Activity Feed', and 'Blog'. The main content area is divided into several sections:

- Tagging all your bright ideas:** A banner image showing colorful tags with the letter 'N' on them.
- Service Tiles:** A grid of nine tiles for various services: IT Support, IMPACT 2017 US Go-Live, PB ReSearch Central, Salesforce, HR Self Service, Enter or Modify Time, Yammer, Project-Living, and My Portfolio.
- Earth Day Post:** A post celebrating Earth Day with the word 'Earth' in green grass. The text says 'Today is Earth Day. See how PB is doing its part.' and includes a list of articles with right-pointing arrows.
- Discounts for employees:** A post with a photo of a store interior and the title 'Discounts for employees'. It includes a list of articles with right-pointing arrows.
- Upcoming Events:** A calendar-style section listing events for April: 'IQPC EVU Prozess & IT Tage (DCS)' on the 24th, 'IQPC EVU Prozess + IT Tage Branchenfokus' on the 25th, and 'Anwenderforum Sortation' on the 26th. A 'See all events' button is at the bottom.

Behind the Scenes...

Back

/ SendSuite success in Italy: providing security for Vodafone and creating ease for their employees



By - Annie Macnamara

12 days ago

0 Comments

5 Likes

SendSuite success in Italy: providing security for Vodafone and creating ease for their employees

SendSuite is a shipping solution that allows organisations to track incoming and outgoing parcels and mail.

The Italian sales team have had great success with SendSuite since its launch in the country last Summer. A determined effort to promote the solution and its benefits has resulted in successful wins with a number of companies including Vodafone, JP Morgan Chase, Metro and Fineco, the Banking arm of the Unicredit Group.

Their success has been for a number of reasons. They've focused on key selling points like security, and the employee engagement benefit, and there's also the unique way the sales team has been looking for opportunities.

Security & the Employee Value Proposition (EVP)

Managing risk

The finance industry has an extra eye on security, paying particular attention to tracking and monitoring parcels and pieces of mail coming in or going out of their premises. The SendSuite solution addresses a number of security issues including lost items and the time and frustration of locating missing items eg who signed for it, where did it go?

Employee value proposition (EVP)

Another selling point of SendSuite is aimed at an organisation and the relationship it has with its employees. An EVP is a culmination of what a company can offer to employees and potential employees over and above their salary. The ability to have personal packages delivered to an office address is a win win for any company and its employees, and is a differentiator for the company when trying to attract talent.

Employees at Vodafone had been asking for the ability to have packages/shopping delivered to the office and the company decided that not only did SendSuite present a secure tracking solution but would also enhance employee engagement with the company.

With SendSuite in place productivity of the team responsible for the mailroom has improved and

Client. Team. Win. Innovate. Champions

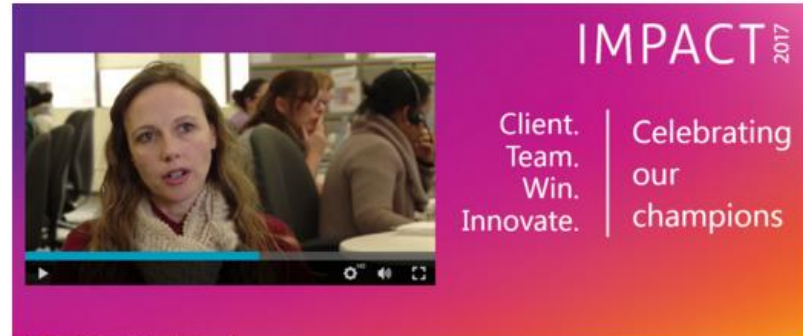
Client. Team. Win. Innovate. stories



Commitment that separates winning from losing



Client.Team.Win.Innovate. UK Wellbeing Champions



IMPACT 2017: the hidden benefits

Collaboration Tools

Back / Outlook takes you from one time zone to another



By - Claire Carlson

about a month ago

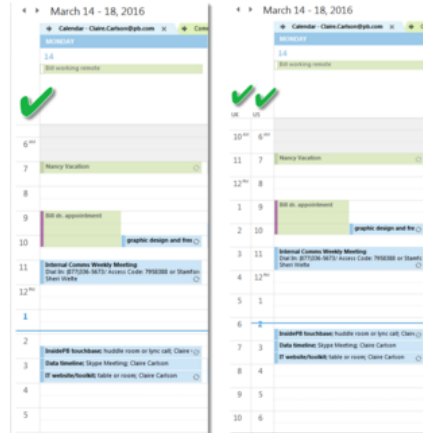
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2 Likes Like

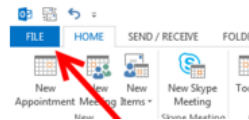
Outlook takes you from one time zone to another

Working together as a global team offers many advantages. It can also present some challenges when it comes to working across different time zones. And while those early morning/late night meeting invites might still make us yawn, Outlook helps take some of the work out of setting them up by letting you set up two separate time zones in your Calendar.

Your calendar already displays your local time zone. In addition to that, you can choose to display the time zone of a city where you frequently travel to or meet with colleagues based there.



Click on File in the ribbon at the top of your page.



Turning Plan into Action

Innovation of the Year Award



Recognition program for the amazing work the Global Innovation team accomplished in support of the Pitney Bowes strategies

How to market to employees

24/7 Lecture model in video

- 24 – seconds for a complete technical description
- 7 word summary anyone can understand

Project profile

- Provides a more detailed description of the innovation

Utilizing collaboration sites




work.pb

planning the communication strategy

team.pb

gathering the nomination videos, project profiles, etc

Shared with me

✓	Name	↓ Modified
	Client Operations USA Hypercare	... 4/22/2016
	This Week_Apr 26 2016.docx.docx	... 4/21/2016
	2015 Editorial Calendar 2.xlsx	... 4/18/2016
	This Week_Apr 19 2016.docx.docx	... 4/15/2016

pitneybowes  Innovation of the Year 24/7 Videos
Recent • Recycle Bin EDIT LINKS

Home

This is your opportunity to tell the entire PB community about your team's innovative success – and have fun doing it!

Your mission should you choose to accept: First, a complete, technical description on video in 24 seconds. Then, a clear summary that anyone can understand in 7 words.

Deadline for video submission is Friday, 22-January.

Click [here](#) to review the Submission How-to Kit. Click [here](#) to see examples of what we're talking about.

Select an Innovation library to upload your video




Utilizing collaboration sites

our.pb

communicating the awards to all employees

Back / The envelope please....who took home the gold?



By - Candice Russell 3 months ago
1 Comments 7 Likes Like

The envelope please....who took home the gold?

"...resulted in a 5-month savings in time to internationalize a product and saved PB \$2 million"
"Such a fantastic user experience it was the winner of two different awards at Graph Expo."
"...completely transformed how geocoding and data engineering is done."

A quick look at descriptions of our 32 Innovation of the Year nominees shows what a dramatic impact they each had on Pitney Bowes in 2015, and the potential for future impact in 2016 and beyond. The top three winners in each of three categories—including process innovation, continuous innovation, and disruptive innovation—were announced at an awards celebration held in Stamford, CT and broadcast globally on Monday, 1 February.

The winners include:

Summary Links

- [Innovation of the Year Nominees Showcase](#)
- [Innovation of the Year Awards Ceremony Video](#)
- [Innovation of the Year Program Description](#)

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Recent News

- Our Winning Formula launch photos
about 13 hours ago - 0 Comments
- PB Recognized as a 100 Best Corporate...

2015 Innovation of the Year Showcase






As Roger Pilc announced, Pitney Bowes is recognizing amazing achievements in innovation over the past year through the Innovation of the Year Program. We're shining the spotlight on all the nominees across three categories: Process Innovation, Continuous innovation and Disruptive innovation. Nominated teams were asked to put together brief videos (under one minute) to give a technical explanation of their innovation in 24 seconds, and then a layman's explanation in 7 words. Check out the videos below. Collaboration and a commitment to accelerating progress were key ingredients for every team. Click on the one-page profiles and additional links below to see team rosters and learn more about each project.



See who won the Golden Meter
Which nominee video received the most votes for favorite video?

Nominee Showcase

PROCESS innovation	CONTINUOUS innovation	DISRUPTIVE innovation
<p>Design System 2.0</p>  <p>View project profile Read about on InsidePB Learn more about project</p>	<p>Cross Border Platform</p>  <p>View project profile</p>	<p>Meter Usage & Analytics</p>  <p>View project profile Learn more about project</p>

Questions?

Thank you