

Worldcom's Top 10 Communications Recommendations for 2019

Based on our predictions for 2019, our experts from around the globe have the pleasure to offer 10 communications recommendations for 2019.

- 1** The increasing variety of risks and threats means that every organisation should revisit their risk assessments and update their crisis management policies and procedures accordingly.
- 2** Every organization should carry out a review of the Privacy practices. This should address more than compliance. It should look at the brand loyalty advantages of being completely transparent with customers about how the brand uses their data delivers a personalized advantage for the customer.
- 3** Organisations should assess where they sit in the 'polarization divide' and develop communication strategies accordingly.
- 4** Organisations should make employee engagement a core business KPI and measure engagement levels on a recurring basis across the year.
- 5** Organizations should review their Purpose and develop ways to make sure that every employee understands how they connect to, and deliver against, the Purpose. As part of this exercise, organizations should create an 'Engagement Framework' that employees can relate to and use to guide their daily actions.
- 6** Organisations should carry out a media review to ensure that they are targeting the media outlets that have the most influence on their target audiences and that create a positive brand association.
- 7** As the anniversary of the 'Weinstein' scandal and subsequent #MeToo campaign comes and goes, organizations should have a fundamental review of their values and culture. Any such review should address policies about personal interactions, including hugging, as these will become intrinsic to the employer brand.
- 8** Social engagement strategies should be updated to target fewer, more influential social channels that are matched to the way audiences like to behave and communicate.
- 9** Organizations should use automated analytics tools to 'listen' to customers through every channel used to communicate. The insight provided should be used by the marketing and communications teams to develop campaigns that build loyalty and drive profitable income.
- 10** Organisations should consider introducing an 'employee innovation' initiative designed to identify process improvements that can deliver operational savings as well as increase the value created in the organization.

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