



Case Study - Vodafone UK Business Briefing

Measuring impact of business briefings

Vodafone is the world's largest mobile telecommunications company, providing over 14 million customers in the UK with a wide range of services including voice and data communications. Striving to be “world-class”, the organisation encourages innovation and change at an ever-faster pace and is continually looking for ways to improve the way it operates and serves customers.

In response to feedback from Communications Audits the Vodafone UK Communications team introduced a new Business Briefing system to improve communication of key messages throughout the organisation. In order to ensure the new system was effective as possible, HarknessKennett were asked to undertake an early review of the impact following the first briefing cycle.

The HarknessKennett team designed a telephone interviewing process which included both short and extended interviews to provide additional qualitative data, and covered three key groups of Vodafone people: managers, team members and communicators.

Over 350 interviews were conducted within one week following the prescribed ‘briefing window’ to ensure that respondents still had the information at front of mind. The research demonstrated to the Communications team the coverage they were achieving with employees, and also to identify which aspects were working well and others that needed further support.

“I was really impressed at the efficiency with which HarknessKennett managed this project for us. As well as providing their expertise in designing the overall research approach they managed to both sample and conduct the interviews in one week which was a big factor in the project’s success.”

We now have an excellent understanding of the coverage we are achieving, as well as really useful feedback on the content and delivery of the briefing material, which will be vital in helping us improve Business Briefing going forward”.

Client Verdict