



## Case Study - British Gas Business

### Identifying priorities for change

British Gas Business is dedicated to the specific needs of the business customer, from the large corporate to the local hairdresser. By concentrating on the business sector British Gas Business (BGB) offers a uniquely tailored service. All customers are provided with a dedicated Account Manager which provides customers with one direct 'phone number to an individual who can respond to all their queries. There are around 2,200 people employed at BGB across 5 locations.

We were approached by Jenny Burns, Head of Internal Communications, British Gas, to help her gain an immediate and encompassing view of internal communications, enabling her to make recommendations to the board within weeks of her broadened responsibilities.

Within a period of 3 weeks HarknessKennett designed, conducted and analysed the outputs from 13 focus groups across the country with managers and employees from BGB to understand their experience of internal communication at BGB. Participants also completed paper questionnaires to gather quantitative data designed to be comparable against the in-house employee engagement survey.

*"HarknessKennett provided a service which gave me fast, accurate and insightful information which enabled me to hit the ground running with my new responsibilities at BGB. The results enabled me to talk authoritatively about the issues the internal communication team faced, as well as demonstrate the value they were adding within a few weeks."*

Jenny Burns  
Head of Internal Communications  
British Gas