Communication Strategy

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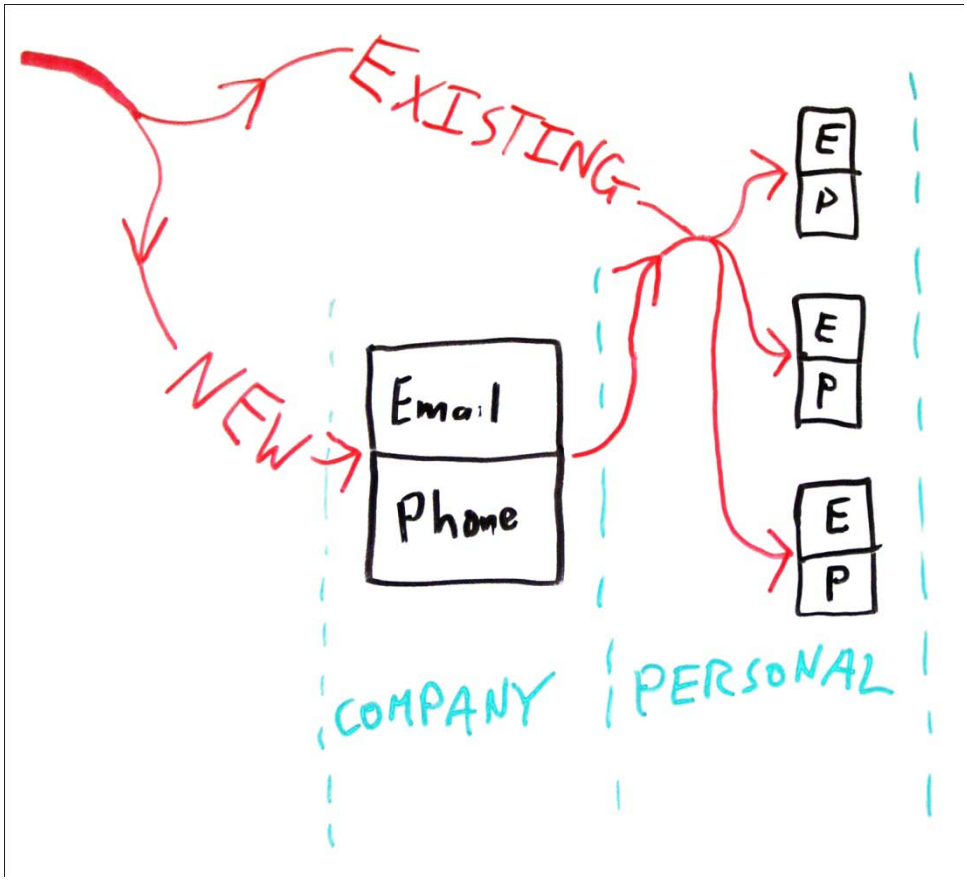
The Goal

Our goal of building an effective communications strategy is to ensure all of our clients are dealt with in a timely manner with as much respect and personal attention as possible. This planned approach will detail who is responsible for which communications, while providing all staff with a tool for seeing previous conversation notes and other related information. The last stage of this strategy is to design a framework of procedures for a standardizing the company's communications, which controls how our clients and potential customers perceive us, and can enforce our company brand.

Communication Outline

In order to have an organized and systematic approach to this, we have designed the following outline for the basic flow of communications:



In short, all new contacts of any kind are directed towards our company phone and email, where as existing clients contact directly with our staff's direct emails and phone numbers. Once contact has been made through the company level, we believe that due to the small size of our company, and the person-ability of our staff, we should simply allow our staff to interact with the clients directly through our personal lines.

What do you mean by Company Lines?

The company lines are the main contact information for the company and should be used all the time when creating advertising or marketing materials. This phone number and email should be treated as public within the company, and should be accessible certain staff if necessary. However, it would be difficult to manage if one person was not left in charge of this public box. Queries through these lines are high priority response items and should always be answered within 1 hour. The current person who is responsible for the company lines is John Romein.

NAME	PHONE	EMAIL
Company Lines	778-216-0831	info@tmmedia.ca

What do you mean by Personal Lines?

This does not mean that it must be a personal mobile number or email address by the term - such as paul.romein@gmail.com (it could be if you wish), but it could also be a personal email with the business such as paul@tmmedia.ca. It just means that we need to have a personal email to be able to forward clients to for contacting you. For example, Paul could choose to share our second line at our office as his "personal phone", as he has done in the past, or he could give out his cell number to clients. But in order to clear up any confusion, it should be one or the other.

After our Here is our current roster of business contact information:

NAME	PHONE	EMAIL
Paul Romein	778-384-7285	paul@tmmedia.ca
John Romein	604-961-4861	john@tmmedia.ca
Spencer Rieu	778-822-7420	spencer@tmmedia.ca
Tim Schafli	604-417-9983	tim@tmmedia.ca
Jason Pelley	1-800-350-3137	jason@tmmedia.ca

Communication Logs

We have setup a web-utility for keeping track of correspondence with clients, titled "Client Logs", for the purpose of equipping any staff member with the ability to assist any client with a knowledgeable response to any inquiry. The client logs should be used the majority of the time, but is not necessary for every communication, especially for the personal lines. This tool can be accessed at the following URL:

- http://www.technomonkeymedia.com/clients/

The Flow of Communication

Most initial business will begin by contacting the company lines, and be forwarded to the appropriate person in charge of the service they are requesting. Typically, this will channel to the sales person first, and once the sale has been made, they will be passed along to the required project manager's personal lines for more personal service.

Once the client has been passed to a personal line, it is the duty of the staff member to ensure that the client has the contact information for the company lines, as well as their personal lines. This will make sure that even if the staff member is unavailable, that the client can still always receive assistance from another staff member.

Communications Rules

1. Of course, be polite! And be yourself!
2. Use proper grammar and spelling.
3. On first communication, ensure the client has at least the company contact information.
4. Reply in a timely manner - approximately 24 hours maximum.
5. No images in email footers - they are tacky.

Conclusion

Adopting this strategy will help our company image in ensuring that our clients receive the best possible service that we can provide. It will take minimal setup time, but will take a few months to fully transition over to.