Managing the communication function.

Bring your communication and marketing departments to global best practice standards

DevCom

Communication means everything

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DevCom will assist you to bring your communication and marketing departments to global best practice standards. You don't plan to become the next news headline for making a big mistake, but this happens! Partner with us now to prevent this from happening. We will ensure that limited resources are managed with maximum efficiency, to deliver business results.

What does managing the communication function include?

An effective and efficient communication system requires proficiency in delivering and receiving messages. DevCom helps to manage your communication function through the methods on the left.

We enable you to manage your department like a pro! You can ensure that job and role-descriptions are clear, each team member has a plan for the week, the month, the quarter, and that there is a formal reporting system.

Case Study

Builders wanted to understand why communication was scored low in the employee engagement study. DevCom conducted research which unpacked various elements of the stores. We identified a low employee morale, a high volume of customer complaints and other gaps in the operational space. DevCom developed an integrated approach focused on increasing employee engagement. This led to better customer service and increased sales. Tools included: Toolbox Talks, product diagrams, manager engagement toolkits, a value chain map and target diagrams. Since the implementation of these tools with 106 stores, branch managers have reported the following:

- A measured increase in sales targets;
- 84% increase in employee engagement;
- 81% decrease in customer complaints.

Why do you need this?

- To move from tactical to strategic communication smoothly
- To improve department efficiency
- To obtain better business results
- To win global awards
- To have a strategy, action plan, and a well-run team to deliver on these
- To report on results
- To manage risks

Steps to follow

1. Align your strategies across departments
2. Create KPI's aligning with the business strategy
3. Gather data and analytics
4. Create a communication strategy
5. Align team roles with delivery requirements
6. Adapt templates from our database
7. Quality control to measure performance against global best practice
8. Training of all department members to global best practice
9. Apply tools and the company way
10. Report results of strategic execution monthly or quarterly

Timeframe

6 – 12 months for the entire process and training.

Pricing

R10 000 – R35 000 per month

*Pricing provided are estimate guidelines from previous projects. Each project is scoped with your customised requirements, and costs worked out accordingly.

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