

Change Marketing™ at work

The Challenge

How do you take a complex organizational strategy from the boardroom to 36,000 employees on the frontline?

Our Audience

36,000 field operations team members - drivers, customer service agents, field supervisors, and managers.

Key Insight

Field employees are disconnected from corporate communication channels and don't understand how their role drives customer satisfaction.

Our Story

We're meeting employees "in stride" with stories that translate complex strategy into simple behaviors.

Creative Craft

A film series showcasing real employees modeling key behaviors in short, engaging mobile videos, supported by visual signage and training for managers





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Front Line Research

We traveled to various Republic location to spend time with the people on the front line and learn how they "own their role".

Role-Based Behaviors

Translating corporate values into clear behaviors for every role at Republic, from truck drivers to sales reps.



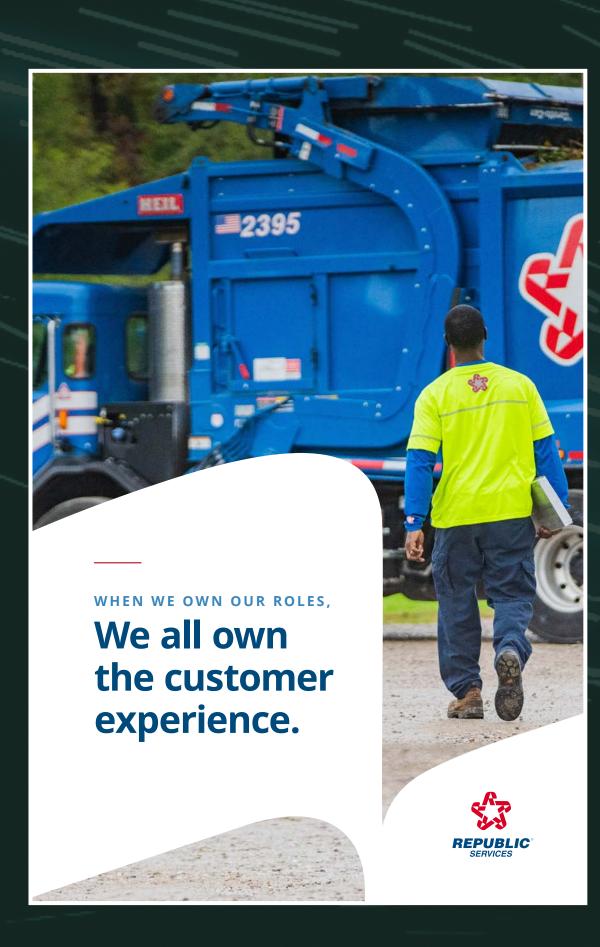
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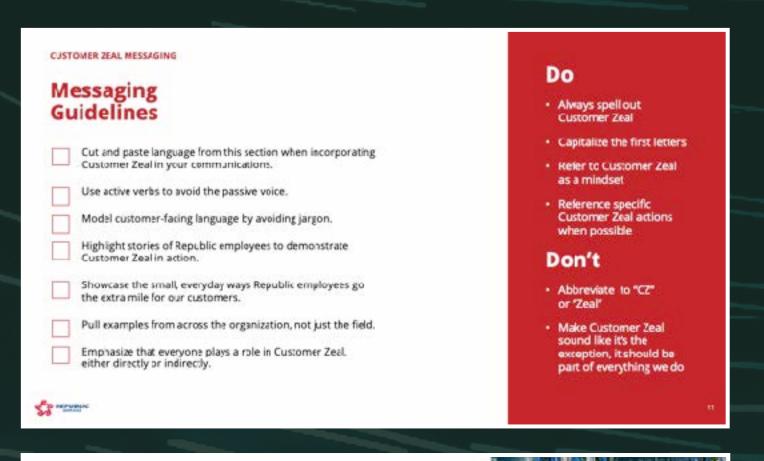
Film Series

Over 30 films introduced Customer Zeal behaviors by showcasing real employees through docu-style employee spotlights, interviews, and roundtables.



Back Room Posters

Posters in every business unit showcase real employees and reinforce desired behaviors.



Share their story Visit the Customer Zeal SharePeint site to nominate an employee who has demonstrated Zeal If selected, they may be featured as part of our Customer Zeal campaign. Praise publicly Give a short but specific word of praise in front of their peers and encourage their teammembers to do the same. Write a personal note Write a note of gratifude, describing a specific way they delivered for the customer. Reward with tokens of appreciation When an employee demonstrates Customer Zeal, reward them with a modest gift card. Incorporate Customer Zeal in performance reviews Write ap specific examples of extraordinary Customer Zeal and add them to their employee file for their next performance review. Foster a friendly competition for demonstrating Customer Zeal Create a traveling trophy that noves from employee to employee when they're observed going the extra mile for sustomers.

Reinforce Customer Zeal by recognizing and rewarding employees.

CUSTOMER ZEAL ACTIVATION

Recognition

Employee



Manager Training

Mandatory training modules guide managers with Customer Zeal messaging and tactics.



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Increased NPS

As Customer Zeal traveled through Republic, customer NPS scores increased, beating goals set by the management team.

Culture Change

Customer Zeal took on a life of its own, embedding into the culture, from performance reviews to recognition programs.

"More important than safety"

Customer Zeal was so successful, it had become more known and practiced than even safety. Now, Republic leverages the same employee storytelling system for safety related communications.

