



Field team behavior change

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





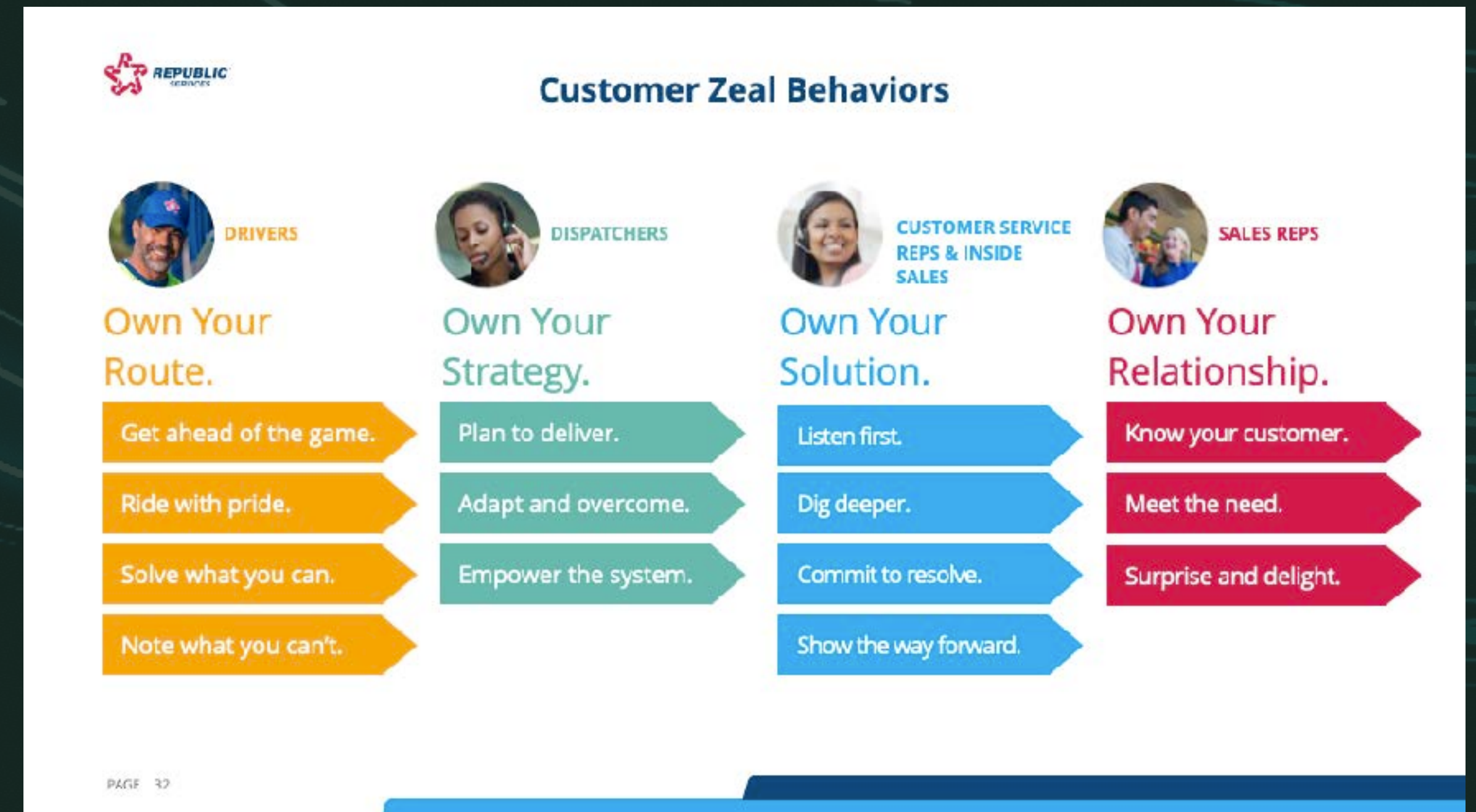
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Front Line Research

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.



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.

