



## SAMANTHA MOSS

### Executive Manager

Suncorp Bank Contact Centre, Sales & Service

*Suncorp Bank Contact Centre is a national 24 hour 365 day a week operation, servicing our customers' needs across a wide range of banking products and services including Home Loans, Personal Loans, Account Openings, Internet Banking and general customer banking enquiries. Our staff pride themselves*

*on providing an excellent customer experience over the phone and offer customer choice in regards to banking with Suncorp Bank by working in partnership with the branch network.*

### What were the key drivers for CEADfm

When we looked at introducing CEAD TV into our Contact Centre business we considered carefully whether we should do one or both – CEAD FM or CEAD TV. The staff absolutely love CEAD FM, as it's a constant source of music and business messages and it creates a positive buzz in our environment. If our staff aren't able to look at the TV's they are listening to the radio. We chose to have both which has given us a complete communication package which we call Pulse....Pulse TV, Pulse News, Pulse FM. The name Pulse came from a competition we ran in house to give our CEAD FM & TV communication mediums a name. We are keeping our finger on the Pulse!

### Key Benefits

#### Communication

Pulse FM and Pulse TV are key business tools that we use to drive our strategic business messages.

Pulse FM is constant and because it's radio staff won't miss any messages, whereas depending on where they are sitting and what they are doing at the time, they are probably going to miss some of the messages on Pulse TV.

CEAD is now an integral business tool in our world for communicating key messages to our teams. If we're implementing anything new we automatically say "OK, we need that on the radio" and "we need that on the TV" - it's a part of our culture. It's a business tool that I would be lost without. We also have our Pulse Newsletter and in conjunction with FM & TV, CEAD has brought the 3 components together so we have a complete communication programme.

#### Employee Engagement/Energy

TV adds vitality and life to the centres just like FM does. With Pulse TV you see the movement in the background, so it breathes life into the centre through picture messages.

We've had Pulse FM for a long time but we still see the staff engaging with it. They love to hear their peers on air, they love participating and they talk about the music. It's one of the strategies we use to engage our people and by recording key business messages it supports activities that are happening around the Contact Centre and within Suncorp Bank.

Both mediums interact with our other Employee Engagement Programmes as we promote Reward and Recognition and other internal initiatives on Pulse TV and Pulse FM. We have TV for the vision and FM for the sound!



Site	BRISBANE
FM Go Live:	15 Nov 2000
Station Name:	PULSE FM
TV Go Live:	3 Dec 2008
Station Name:	PULSE TV

### What's next for Suncorp Bank Contact Centre?

We try to involve as many external partners and senior executives as we can, so the staff don't just hear me, or the Contact Centre leaders or their peers but actually get to hear key messages from senior stakeholders like our General Executive and Executive General Manager. Our GE and EGM have happily recorded pieces about the business and also gave some insight into their personal life which the staff always love to hear.

We've just arranged for the Regional General Manager from WA to be on Pulse FM as we are expanding into WA, and it's great for the Contact Centre teams to hear first hand from that part of our business.

### Most Important attribute of CEAD Suncorp Partnership

The relationship with CEAD and their willingness to support in any way they can. The Content Workshops and Recording Sessions are very well run - *they're brilliant!*

CEAD facilitate those sessions quickly and put our staff at ease so they really engage with the whole process.