



**SHARI COSGRIFF**

**General Manager**

CBA Business Service Centre

The Business Service Centre (BSC) partners with the sales channels to deliver superior service and support for relationship managed customers across all client segments.

The BSC is made up of 4 specialist teams providing service differentiation that is No.1 in customer satisfaction.

- ◆ Business Service & Support
- ◆ Business Sales Direct
- ◆ Commercial Solutions Team
- ◆ Workforce Optimisation

**Key Drivers for CEAD FM in your environment**

We needed a platform that delivered key messages across the centre from our stakeholders, as well as group messages that could be missed if just delivered via email to the team.

We have a team across two sites so CEAD fm has been critical to our culture in delivering a “one team” feel and consistent approach to communication.

Being a call centre, energy levels really make a difference to the performance of the team. Listening along to your favourite tunes helps to engage the team and keep them focussed throughout the day.

The messaging also provides an emphasis on client service and how we can consistently deliver that across quite disparate teams.

**Did you have other communication tools before CEAD?**

We have had CEAD since 2004 over the various structures of the Business Service Centre. Prior to this we used passive means like Newsletters alone.

Bringing two business units together has been made smoother and more effective through the use of CEAD fm. Through content workshops, team members and teams, that would not normally get to work together have had the opportunity to do so. They have been able to share experiences and communications more effectively than through email or newsletter alone because of this.

**How has it changed your environment or impacted your people?**

Team members have fun and share experiences with colleagues through their engagement and participation in our radio station. Recording our newest team members helps to introduce them to the business.

Working on content for our station engages the team in our Visions and Values in a practical way. Recording their own messages for the station creates ‘fun at work’ and it raises their profile for the period of time they are on air.

**And how has that been reflected in the EES results?**

The biggest driver lift we have seen is “this is a business that cares about me”. Team members have fun and share experiences with colleagues through their engagement in the radio station. This recognises diversity in our business and shares culture amongst teams in an easy, friendly way.

The team members really enjoy the change to their environment as CEAD has rolled into their area. They can share music as a common experience and the team are more aware of business strategy and are able to hear messages reinforced from their learning.

I think the team members have been most surprised by the feel of the floor and how that changes when you introduce CEAD fm. The pace of your day changes and your engagement with Bank messaging also improves over time.

**So how does CEAD fm now fit into your overall communication strategy?**

CEAD fm forms a major part of our communications strategy. It reinforces current business information with the team and means we have a multi stream approach that is visual, written and auditory. It is in the varying channels that we get the traction with our messages.

Site - Parramatta	
Go Live:	4 April 2004
Station Name:	BREAKFREE FM
Site - Olympic Park	
Go Live:	15 May 2012
Station Name:	BREAKFREE FM