



# IMPROVING PRODUCT AWARENESS WITH QCOMM: A UAE BANK'S TRANSFORMATION



## Effective Communication Strategies: A UAE Bank's Transformation with QComm

In the bustling world of banking, where every second counts, a silent crisis was brewing within the walls of a leading UAE bank. Employees felt disconnected and uninformed, leaving them ill-prepared to meet customer needs. **Imagine walking into a bank where staff are unaware of the latest product offerings or compliance changes resulting in frustrated customers and missed opportunities.**

**Did you know that nearly 70% of employees report feeling disengaged from their work?** This alarming statistic isn't just a number; it's a reality that can cripple an organisation from within. Recognizing the urgency of the situation, the bank's management knew they had to act fast. They embarked on a transformative journey to revamp their communication strategy, utilising innovative tools to turn the tide.

**This case study reveals how the bank leveraged QComm's advanced communication solutions**—transforming internal chaos into clarity and engagement. Join us as we explore this remarkable turnaround and discover how effective communication can redefine a bank's success.

Over the next few months, the bank strategized on various approaches to improve communication efficacy and tested multiple specialised communication tools. **They finally decided to proceed with QComm due to the adaptability of its versatile features.** This case study explores how the bank transformed its communication strategy using non-intrusive features such as pulse surveys and corporate screensavers by integrating QComm's advanced alert-based system with its employee directory. They also used running desktop tickers to inform on product updates and new insurance schemes, among others. The outcome was a significant improvement in employee awareness of new products, improved employee motivation, and better service to customers.

**Desktop tickers are running notifications on official devices that can be run for a short period** prior to an event such as a new product launch or during the timeline of a new product promotion. This allowed for top-of-mind recall of recent product updates, thus ensuring preparedness for customer queries or concerns.

**Pulse surveys, which consist of short, single-question surveys, were sent to employees regularly,** allowing the communication team to quickly gauge the effectiveness of alerts and employee sentiment without overwhelming staff with lengthy questionnaires. This method provides real-time insights, helping the bank refine its communication approach based on direct feedback.

## Recognising the Need for Change

The management realised that employee disengagement and communication inefficiencies were negatively impacting the bank's overall performance. As a result, they embarked on a mission to revamp their internal communication approach. The key goals were:

- **Improving Message Visibility:** Ensuring that essential updates were not just seen but truly understood by employees. Management envisioned a workplace where information flowed freely, empowering employees to make informed decisions without feeling bombarded.

- **Enhancing Product Awareness:** It was vital for staff to be informed about new products, upcoming offerings, and changes in schemes. Keeping staff informed will not only equip employees to better serve customers but also instil confidence in their roles.

- **Fostering Employee Engagement:** The goal was to cultivate a culture where every staff member felt connected to the bank's mission and values. Management wanted employees to feel that their voices mattered and that they were part of something larger than themselves.

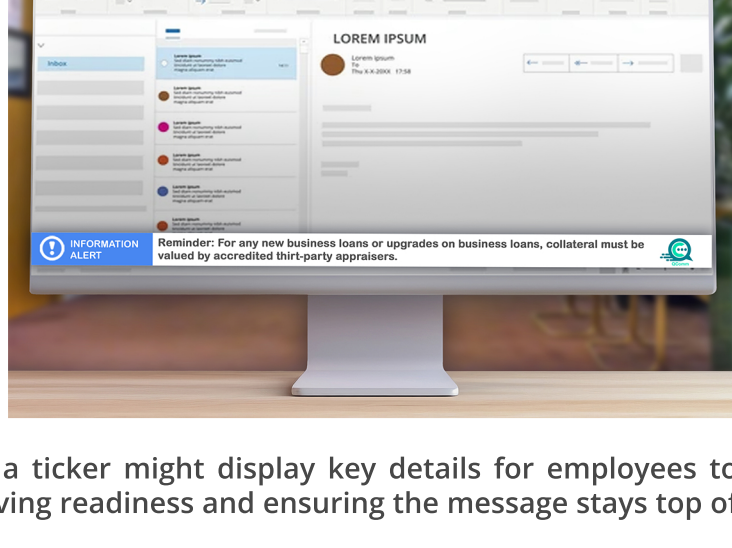
- **Gathering Meaningful Feedback:** Understanding how employees perceived communications was crucial. By seeking their input, management aimed to create a feedback loop that would not only improve messaging but also make employees feel valued and heard. They wanted to ensure that communications were seen as supportive rather than disruptive, helping to build trust within the organisation.

## Solutions Implemented

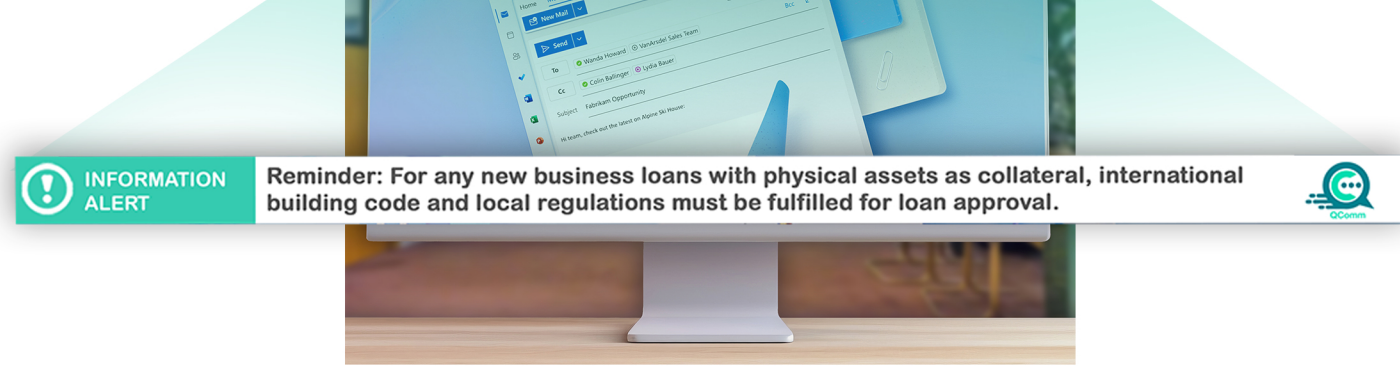
To address the communication challenges, the bank adopted three advanced features: Desktop Tickers, Pulse Surveys, and Corporate Screensavers. Each tool was strategically chosen to improve message visibility, employee engagement, and feedback collection, ensuring that the communication strategy was both efficient and non-intrusive.

### DESKTOP TICKERS

Desktop tickers are non-intrusive notifications that scroll across the top or bottom of the screen in a ribbon-like format, providing timely updates without interrupting workflow. These tickers deliver timely updates on important information, such as new product launches, policy changes, or ongoing promotions, without interrupting the workflow. By offering concise messages, desktop tickers ensure employees are kept informed and prepared for customer interactions. Additionally, they can be scheduled for specific events or run continuously during key campaigns, making them a flexible tool for real-time communication.



For example, prior to a new product launch, a ticker might display key details for employees to reference during customer interactions, improving readiness and ensuring the message stays top of mind.



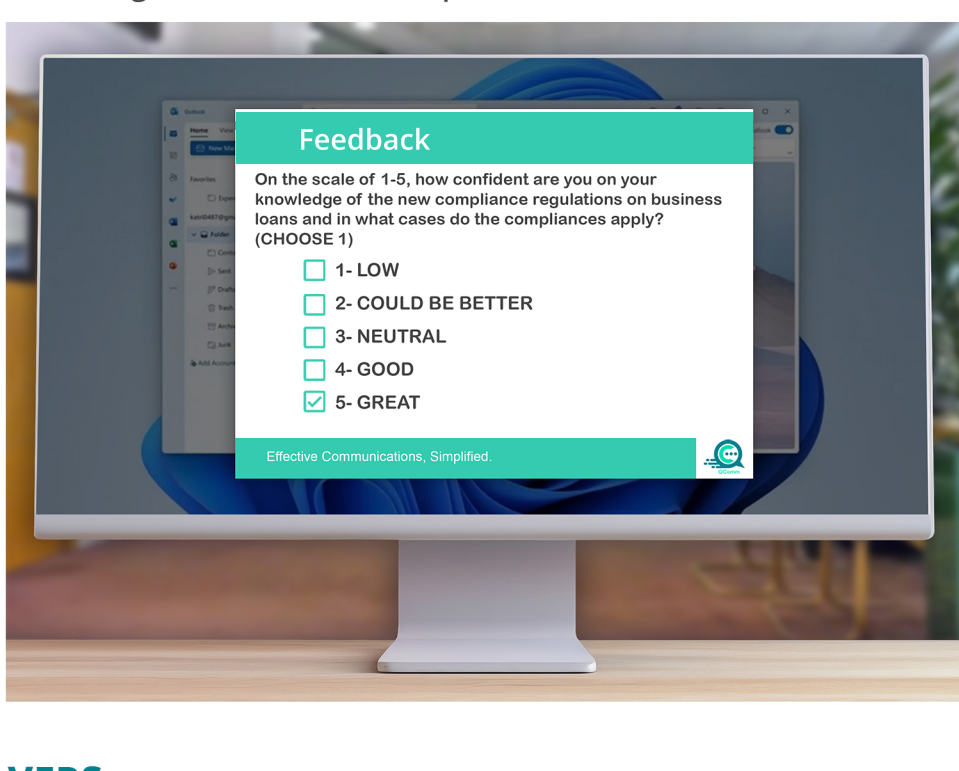
Alongside desktop tickers, the bank recognized the need for immediate feedback mechanisms, leading to the implementation of pulse surveys.

### PULSE SURVEYS

Pulse surveys replaced traditional feedback methods, such as lengthy annual surveys, which often resulted in low participation. These quick, single-question surveys are designed to gather real-time insights from employees without overwhelming them. The simplicity of pulse surveys led to higher engagement and provided immediate, actionable feedback, allowing the communications team to continuously refine messages and strategies based on direct input from the workforce.

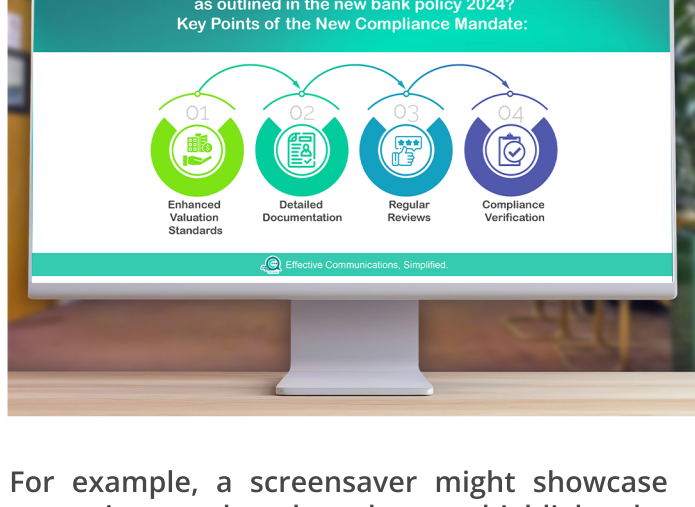
For instance, after a product update, a pulse survey might ask: "Was this update clear and helpful in your daily work?" This helps ensure that communications are effective and relevant.

The use of pulse surveys fostered a feedback loop, making employees feel valued and heard, further strengthening their connection to the organisation.



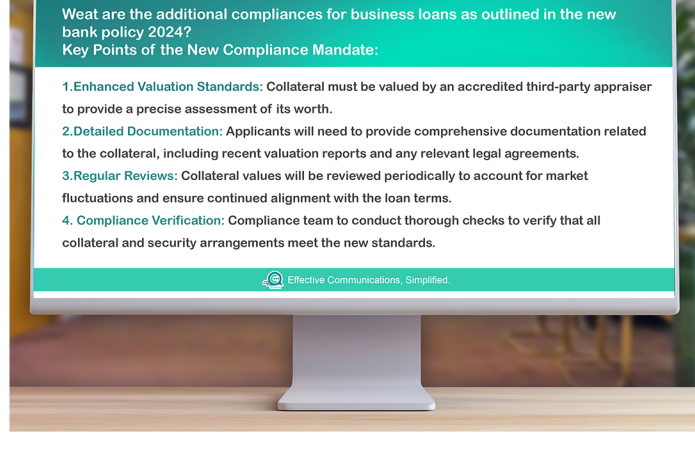
### CORPORATE SCREENSAVERS

Corporate screensavers were introduced as a subtle yet effective way to share essential updates. Transforming idle screen time into a communication channel, they feature timely content such as compliance deadlines, new product launches, and key company initiatives. Unlike emails or alerts, these screensavers provide important information during downtime, keeping employees informed and aligned with organisational goals without disrupting their workflow.



For example, a screensaver might showcase upcoming product launches or highlight the bank's service goals, helping employees stay informed and aligned with business priorities in a seamless manner.

Screensavers can be customised to display targeted messages for specific departments or teams, ensuring that employees receive relevant updates. They can also feature dynamic visuals like charts, progress bars, or countdowns, making the content more engaging. This approach boosts message retention, keeps employees connected, and reinforces key priorities throughout the workday.



## Transforming Internal Communication with QComm's Advanced Solutions

To address the challenges of employee engagement and effective communication, the bank integrated **QComm** as a sophisticated alert-based communication system designed to enhance interaction and information broadcasting. These tools were seamlessly integrated into QComm's alert system, allowing for a comprehensive communication strategy.

By utilising various non-intrusive features, the solution not only simplified the communication process but also ensured that employees received the right information at the right time. The combination of **desktop tickers, pulse surveys, and corporate screensavers** allowed management to maintain a consistent flow of information while minimising disruption to daily workflows.

Our alert-based system empowers management to communicate important updates in real time, fostering a proactive approach to information sharing. This adaptability supports a culture of transparency, enabling employees to stay informed about new products, policy changes, and other vital announcements.

Moreover, the ability to schedule notifications and customise messaging for different teams ensures that employees receive relevant updates tailored to their specific roles and responsibilities. This targeted approach **enhances overall message retention** and helps employees feel more connected to their work and the organisation's goals.

## Results Achieved

The integration of QComm's software along with **desktop tickers, pulse surveys, and corporate screensavers** led to remarkable improvements in communication effectiveness and employee engagement.

Some key outcomes included:

- **Stronger Employee Engagement:** Employees expressed a stronger connection to the bank's mission and values, reporting that the new communication strategies made it easier to stay informed without feeling overwhelmed by information.

- **Increased Participation in Pulse Surveys:** The brevity of pulse surveys encouraged higher response rates, enabling the communications team to swiftly gauge employee sentiment and adapt their messaging accordingly.

- **Improved Information Retention:** The introduction of desktop tickers and corporate screensavers enhanced employee's ability to remember crucial updates and initiatives, compared to previous reliance on traditional email communications.

- **Greater Clarity in Communication:** Management observed a noticeable increase in the clarity and impact of internal communications. Employees were more likely to act on the messages they received, leading to improved operational responsiveness.

Additionally, the bank recorded measurable improvements in internal communications metrics, including survey participation rates, message acknowledgment rates, and overall employee satisfaction scores, reflecting the success of the new strategies.

## Conclusion

**The successful transformation of communication strategies at the bank exemplifies the potential for innovative solutions to enhance employee engagement and operational efficiency. By leveraging advanced tools that streamline information sharing, organisations can foster a more connected and informed workforce.**

For businesses looking to improve their internal communication, embracing technology that prioritises user experience and engagement can lead to significant benefits. The blend of interactive features and real-time feedback mechanisms ensures that employees feel valued and informed, contributing positively to the organisation's culture and success. **To stay updated on the latest insights and strategies for effective communication in the workplace, subscribe to our newsletter.**

**For more information on how these solutions can be tailored to meet your organisation's needs, visit [QComm](#) to get a quote and discover how to elevate your communication strategy.**

## CONTACT US

Email: [getinstant@qcomm.co](mailto:getinstant@qcomm.co) Phone: 0526424218