

# How to set your program up for success with a solid communication strategy

Whether you're kickstarting your first-ever experience management (XM) program or hitting refresh on your current one, your program's success depends on buy-in and execution from various functional stakeholders across the organization.

To drive program engagement from the start, your team needs an air-tight communication plan. Reference this guide for 4 steps to solidify your comms strategy and ensure your program is built for long-lasting impact.

## 1. Announce your launch early + provide ongoing updates

Your program rollout is as big a deal as you make it. Be sure to communicate proactively at every level to articulate the important role this initiative will play in your company's larger strategy. Plan out your messaging cadence so everyone in your organization is being properly notified prior to launch.

After rollout, regularly communicate program insights, actions, and results to all levels, showing how the program is helping the company learn and adapt to customer needs.

### COMMUNICATION FRAMEWORK

TIMING	AUDIENCE	CHANNELS	MESSAGE
12–10 weeks pre-launch	Enterprise	Newsletter, exec emails, etc.	Incorporate into org. strategy
10 weeks pre-launch	Leadership team	Email, intranet, webinars	Outline program goals
6–8 weeks pre-launch	Frontline leadership	Meetings, webinars, calls	Drive program excitement

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## 2. Engage leaders across the organization

A truly effective program needs to cascade across the entire organization, with everyone in the company understanding early on how their role impacts the customer experience. To secure organizational buy-in, establish a cross-departmental steering committee. By gathering diverse internal stakeholders from across your business, you're more likely to:

- Develop a program strategy capable of impacting the entire company
- Find innovative ways to sync up your XM improvement efforts
- Make sure the right people are in the room when opportunities arise

## 3. Define program goals + objectives + identify roadblocks

With a program customized to your company's culture and business needs, employees at every level will get a better understanding of how your plan of action impacts their role—and vice versa. To establish a clear vision and prepare for possible complications:

- Mark the program launch as a turning point in your CX strategy
- Identify the program's importance as a company-wide initiative
- Brand your program with a name + face that reflects your culture

Instead of feeling like an added responsibility, a clearly defined XM program feels like a tool that's designed to synthesize efforts and aid everyone in doing their job.

## 4. Determine your front-line audience + most relevant communication channels

For front-line communications, make sure the message is as visual as possible, and keep it short, simple, and easy to remember. Distill the big data down to the most important actionable items they can start using immediately. To keep the messaging fresh, mix up your modes of communication according to their intended purpose:

- Splash pages, infographics, and monthly newsletters to track performance on key drivers
- Executive emails to celebrate wins + announce strategic moves
- Frequent webinars to sustain program focus and refresh training

A lot goes into setting up a successful XM program—but when you execute an effective communication strategy up front, you can transition seamlessly into a program that engages all levels of your organization.

To learn more about program engagement best practices, reach out to your SMG team or visit [smg.com/contact-us](https://smg.com/contact-us).



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