



**Inform Faster with
Rapide Communication**

September 2009 Newsletter

This issue is all about effective and powerful internal communication. We look into how our voice solutions are helping organisations such as The Ministry of Defence, The Environment Agency and Vodafone. How the Macleod Review see employee communication as the lifeblood of any business. We also hear from our Managing Director, Nigel Shanahan on visiting the Mobile Marketing Forum in Berlin, Germany.

Have your say – what do you think about our newsletter and the topics we've raised?
email us at news@rapide.co.uk

This Month's Stories

❖ Rapide voice solutions - Get your message across! - Page 2

With some forms of communication it's hard to get across how you really feel. Have you ever received an email and interpreted it in the wrong way, or sent one to someone who got the 'wrong end of the stick'? Miscommunication in business can lead to unrest, mistakes and delays - risks we cannot afford.

❖ How to engage your employees - Page 3

Employee communications and consultation are the lifeblood of any business. Whatever the size, or type of organisation people need to talk to each other: they need to exchange views and ideas, issue and receive instructions, discuss problems and consider developments.

❖ Rapide at the Mobile Marketing Forum - Page 4

Read the latest report from Rapide's Managing Director Nigel Shanahan following his return from the World Mobile Marketing Forum hosted in Berlin, Germany. There were some interesting and thought provoking examples of mobile marketing, all of which perfectly highlighted how the area can be of huge value to any business looking to be innovative and dynamic.

❖ Vodafone use Rapide to communicate with their staff - Page 5

Vodafone use Rapide to communicate with their staff using a variety of Rapide's services.

"Rapide have been instrumental in helping me run my business and I regularly communicate with my team"
- Lynne Kavanagh – Vodafone UK

Rapide voice solutions - Get your message across!

With some forms of communication it's hard to get across how you really feel. Have you ever received an email and interpreted it in the wrong way, or sent one to someone who got the 'wrong end of the stick'? Miscommunication in business can lead to unrest, mistakes and delays - risks we cannot afford.

More and more organisations are using voice messages as an effective way to streamline communication. Voice messages are perfect when you need to share emotion, energy and enthusiasm with your team and still get your message across in a clear and concise way.

For big impact, you could use a celebrity - Vodafone use a message from Lewis Hamilton to welcome new starters. Barclays' Chief Executive announces their year-end results by sending a personal message to all employees using Rapide.

"The service is great! It saves us time and makes our process more efficient. Communication is key to any business and this helps us achieve continuity and consistency. Rapide for me ticks every box!"

- **Mark Brighton, Barclays**

Our solutions are secure, reliable and trusted, being used by The Ministry of Defence, Environment Agency and The Home Office. We also get your message across FAST sending out 30,000 messages in just 10 minutes!

"It is a very important channel of communication and a big growth area. Their solutions work perfectly and are used actively in many real situations, I only hear positive feedback. I am really impressed with Rapide."

- **Jim Crothers, Environment Agency**

Rapide voice solutions

Our voice solutions are simple to use, just call our team, (1500 from a Vodafone mobile or 0906 000 1500 from any other phone), record your message and leave the rest to us. We'll deliver it to everyone - whether it's 3 or 30,000 mobile phones.

We have a variety of voice solutions to help your organisation communicate in the best possible way.

To find out more call Annette or Duncan on **02476 011 910** who will be happy to listen to your requirements.

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Employee engagement: positive benefits of employee engagement outlined in the MacLeod Review

Employee communications and consultation are the lifeblood of any business. Whatever the size, or type of organisation people need to talk to each other: they need to exchange views and ideas, issue and receive instructions, discuss problems and consider developments.

This is the advice in Acas' booklet on employee communications. An independent review about employee engagement has confirmed that involving employees fully in the future of the firms they work for, will be a key step if businesses are to innovate and take advantage of new opportunities.

The 'MacLeod Review' has recommended government support and more cooperation by UK businesses both large and small to make sure the relationship between employees and employers is at the centre of successful business plans.

Recommendations of the Review include:

- The government should work to raise awareness of employee engagement benefits and techniques
- A senior sponsor group bringing together representatives from business, the public sector, not-for-profit organisations and unions, should be set up to boost understanding of this vital topic – many leading figures have already agreed to be part of this group
- A range of more practical support for organisations who want to raise levels of employee engagement should be made available by March 2010. This support should be designed in consultation with businesses and other organisations to ensure it is tailored to their needs.

Helping organisations engage their employees

Here at Rapide we have been helping organisations engage their employees for over 9 years. We have worked over a 1/3 of the FTSE 500 and are trusted by The Ministry of Defence, Environment Agency and The Home Office. We have a variety of solutions designed to help you communicate effectively.

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World Mobile Marketing Association Forum - Berlin, Germany. - Notes from Nigel Shanahan MD of Rapide

Find out how Text Analytics changes all that forever...

Berlin hosted this year's World Mobile Marketing Forum. As an Executive Member of the UK MMA I was asked to present Rapide's perspective on using the mobile channel as the perfect way to provide instant thoughts from customers. Below I've highlighted some of the key points from the Forum:

Downloaded Applications Vs Content Rich Mobile Internet Sites.

There were statistics galore at this year's world MMA forum as you can imagine. Every presenter seemed compelled to offer their own supporting facts, my favourites of which were:

1. There are now twice as many mobiles as TV sets in the world!
2. The average American between the age of 18 and 24 sends a huge 2000 SMS/month!

My main observation from the forum was that the Industry is split between those that believe downloaded applications are better compared to those who believed rich mobile internet websites were better. The former are split between big supporters of the iPhone (and the applications that support it) and the 'rest' (any other handset).

There was definitely some confusion over how big the marketplace is for iPhone applications and, of course, who was currently holding the number one slot on the best seller list (4 claimed they were). One thing was for certain though, the iPhone has been wildly successful and the applications look fantastic.

The challenge is that whomever decides to create one is, by default, targeting only one part of a large market.

At the other end of the spectrum the supporters of 'mobile internet' accept that getting all handset owners using/accessing their content means offering the lowest common denominator of function. The clever guys, however, seemed to be able to optimize the site's function according to the capabilities of the handset.

To see a summary of all the presentations visit: www.rapide.co.uk/newsletter-0909-mobile-marketing-forum.html

Vodafone use Rapide to communicate with their staff

"I've used Rapide for two and half years and I think it's brilliant. During that time all my communications have run much smoother. They have been instrumental in helping me run my business and I regularly communicate with my team using text messages, voice broadcasts and email. The service has been absolutely fantastic in driving sales by sending messages in the right way at the right time."

- Lynne Kavanagh – Vodafone UK

Vodafone feel an important part in the way they operate is communicating effectively with their staff. They have used Rapide for over 9 years to help streamline their communication. Vodafone use Rapide to communicate in a variety of ways such as updating their sales teams, during major incidents and communicating with their international teams.

Business Benefits:

By communicating through Rapide, Vodafone are able to:

- Increase sales by sending messages to their sales teams
- Reach large groups of employees - FAST
- Keep in touch with their international sales teams
- Communicate effectively during major incidents

In 2007 Rapide helped Vodafone during the flooding of their headquarters. Staff received regular updates including text messages and longer detailed voice briefings. Staff were left reassured and were able to continue working.

These same services are used by a wide range of Rapide's clients, including...

The Environment Agency, Coca-Cola, The Home Office and The Ministry of Defence

...ensuring a fast, effective, reliable and completely independent communication service.

If you would like to know more about how we can help your organisation communicate effectively call

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