



Government
Communication
Service

The IC Space

Case Study: Ambassadors joined forces with us to tell the UC story

As part of our internal communication push with staff to help them prepare for the introduction of Universal Credit (UC), the UC internal communications team launched a bespoke intranet based Staff Resource Centre featuring posters, presentations, guides and useful links to help staff confidently explain UC to colleagues and claimants.



Awareness of Universal Credit amongst staff is the highest of any DWP reform at 98% (Wavelength survey, April 2013) with around 80% of staff in the UC Pathfinder areas in the North West of England saying they feel confident telling claimants about UC. Our challenge now is to build confidence with staff across the whole country; developing a Staff Resource Centre was part of our strategy to do this. Promoted via the intranet and DWP's digital business platform Yammer, the Resource Centre can be used by all staff as a dip in resource.

We set about developing the content for the Resource Centre in collaboration with UC staff Ambassadors. We knew from feedback that Ambassadors make good use of the UC intranet site, regularly sourcing information from it to share with colleagues.

We met up with a group of Ambassadors from London and the Home Counties - around 30 in all. Between us we came up with a range of products to include in the Resource Centre including posters, knowledge quizzes, case studies and a presentation for staff to use with their colleagues. The Ambassadors specifically requested some simple guides staff could use to assist them in conversations with claimants explaining how UC works.



Government
Communication
Service

The IC Space

Case Study: Ambassadors joined forces with us to tell the UC story

They were also clear that colleagues had limited time to read content preferring short, simple and clearly focused messages, and no fussy animated slides. This insight was invaluable.

We also spoke to the more active Ambassador groups on Yammer and asked them the same set of questions, meaning we had input from groups across the country. Most importantly we had staff buy-in with a commitment to get behind the Resource Centre and promote it to colleagues.

Having consulted a range of staff on the content and gained appropriate sign off we set about promoting the Resource Centre to staff via the intranet, Yammer and by using the Department's regional network of Change Managers to get the message out there.

Within a few days of launching it was clear the hard work and collaboration had paid off, with the Resource Centre receiving over 14,500 intranet views in just three days. Dozens of followers on Yammer also gave it the 'thumbs up'.

This activity has helped us build strong relationships with the Ambassador community who we continue to use as a sounding board, using their insight to update and refresh the Resource Centre and to comment on, and contribute to other products.

Susan Eyres,

Senior Communications Managers, Universal Credit Internal
Communications Team, Department for Work and Pensions