

# Interchange delivers effective Critical Staff Communications for Camelot



Camelot is one of the world's leading lottery operators and has run the UK National Lottery since it was founded in 1994.

It is widely regarded as the most cost-effective lottery in Europe, with only around 4% of total revenue spent on operating costs. Camelot is also committed to protecting the environment, operating in a socially responsible and ethical manner, and to achieving high standards of integrity.

## The challenge

Camelot needed an efficient way to communicate key messages to staff in multiple locations.

*“With 850 employees working over 4 separate sites: a head office in Watford, a prize payout and IT operations centre in Liverpool, a distribution facility in Northampton and a corporate affairs office in London, Camelot needed a way of ensuring that key messages could be delivered to all staff quickly and consistently regardless of location,”* says Matthew Ainsworth, Head of Internal Communications at Camelot.

*“In addition, each location needed the ability to deliver tailored communications messages to meet the needs of that site. For example the Northampton distribution centre since it has to manage safety hazards such as manual handling and working with machinery and vehicles.”*

## The solution

To help meet its communications and environmental challenges, Camelot selected a staff communications system from Interchange.

As well as being able to replace paper and notice boards with effective digital communications, our application offered multi-channel broadcast capability. This meant that each location (or even a group of workers within a location) could receive messages tailored to meet its specific needs.

Key system uses included delivery of:

- consistent marketing messages for new campaigns and products as part of a formal product release programme;
- general and site specific health and safety information including fire and evacuation procedures;
- security announcements and updates; and
- IT service desk messages

## An Interchange success story

“Interchange offered a really effective communications channel” “Interchange's system has enabled us to deliver key messages and information direct to staff in a way that is better than using email or notice boards without the cost of printing and publishing and the associated environmental impact,” says Matthew Ainsworth, “each message can be targeted to a distribution list or broadcast to the whole business and we know that it will be received quickly and effectively.

Content can be updated in seconds with the new information being received immediately by staff; an additional bonus is that it is incredibly easy to implement and use and requires no user training.”

## What we have delivered for Camelot

- Consistency of messaging
- Certainty of delivery
- Campaign and Internal marketing information
- Safety alerts (evacuation, fire etc)
- Service desk updates and instructions
- Procedural updates
- Security announcements
- Scalable solution
- Fast implementation
- Green alternative to paper
- Avoiding staff email overload

“Interchange offered a really effective communications channel”

## Typical P2M Uses

The system implemented at Camelot was a forerunner of Interchange's current P2M Push to Mobile system.

Typical P2M applications and uses include:

- Emergency procedures and contact lists
- Business procedures updates
- Business continuity information
- Changes in legislation
- Health and safety
- Escalation updates
- Product revisions and pricing updates
- Staff bulletins
- Customer news feeds
- User guides & reference manuals

