

## case study

# Unisys

Unisys is a global information technology services and solutions company, combining expertise in systems integration, outsourcing, infrastructure, server technology and consulting.

Unisys serves a wide range of clients in the financial, public, communications, transportation and commercial sectors.

### Internal Communications Support

After a period of significant change, the Senior Management Team at Unisys was keen to motivate and re-engage 1,200 employees through its internal communications strategy.

This strategy encompasses the following different, but complementary communications vehicles:

- Face-to-face briefings (Leadership Roadshows and Management Cascades)
- Company-wide email broadcasts
- Reward and recognition schemes
- Corporate Social Responsibility projects
- Employee feedback mechanisms (U-Suggest and U-Speak)
- Intranet content
- Poster campaigns

### Athene's Approach

Unisys asked Athene to help with the delivery of its internal communications strategy, specifically to handle various projects as detailed below:

- Copywriting for company-wide email broadcasts
- Production of presentation materials
- Collation of factual content for poster and email campaigns
- Re-design of employee feedback questionnaires
- Copywriting for Intranet pages (including FAQs)
- Production of employee briefings relating to Unisys' Corporate Social Responsibility projects (including volunteering programmes and Outward Bound scheme)
- Hands-on support at Leadership Roadshows

Through its work on these initiatives, Athene helped Unisys to maintain high quality communication with all employees.

### Testimonial

*"Since engaging Athene Communications, I have been very impressed with the service, particularly as they were able to start delivering help where it was required very quickly. This is because they have a real understanding of internal communications and the challenges that large, diverse organisations such as Unisys have. This, coupled with a passion for what they do means the service we received has been first-rate."*

Stella Low,  
Marketing Communications Director - UKMEA