MetaPM Case Study

CX Change Management – Local Government

The Challenge

A local government organisation was developing a business case to undertake a significant enterprise-wide program to transform their customer experience through changes to their systems, processes, business operating model, and organisational structure.

The organisation had an ad hoc approach to change management, and no dedicated change management resources. There were few internal processes to scope and plan change management, communication, and stakeholder engagement.

The business case for the three-year program required a change management strategy and roadmap to provide structured approach to managing changes to people, systems, processes, and organisational culture.

The change strategy and approach would also form part of the scope of an external delivery partner to be appointed to the program upon approval of the business case.

MetaPM's Approach

MetaPM embedded a certified and experienced change management practitioner to provide to provide a structured approach to change management, communications and engagement.

A change management and communications strategy and approach was developed to support the program business case. This approach was to:

- Define the nature of the changes being delivered to systems, processes, people by the program
- Clearly define the key messages to be communicated regarding the program
- Identify and map stakeholders based on level of impact, influence, interest, and orientation to the program
- Identity appropriate communications and engagement strategy for each stakeholder group
- Develop a detailed plan of change management activities including communications, engagement and training

The Results

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Working closely with members of the Executive Leadership team and key senior stakeholders, MetaPM developed a change management strategy and plan to support the program business case.

Our deliverables included including change impact analysis, development of personas, scripting for key messages, stakeholder map, communications and engagement plan, and development of key communications collateral.

These were accepted and adopted by the program sponsor, and supported the successful approval of a $23 million business case for their customer experience transformation program.