Communications plan — Northwind CRM Replacement

Owner: Rami Haddad. This plan says who hears what about the CRM change, when, and through which channel.

Audiences and messages

Sales staff: weekly update email every Friday until go-live, plus a 15-minute briefing in each team meeting.

Service staff: fortnightly update email; a go-live checklist one week before go-live.

Existing customers: an email explaining the new invoice layout 2 weeks before go-live. Customers whose renewal falls in April get a call from their account manager.

Finance team: daily stand-up with the Finance Systems lead during the first two weeks after go-live.

After go-live (hypercare)

Hypercare lasts 4 weeks after go-live. The support desk works extended hours, 7 am to 9 pm, Monday to Saturday. Floor walkers visit each sales office during the first week.

Issues are reported through the service desk under the category 'CRM go-live'. Severity 1 issues are answered within 30 minutes.