

# MAKING HARD STUFF FEEL EASY

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CUSTOMER CHANGE AND COMPLIANCE

MAKE IT **EASY.**  
MAKE IT **EXCELLENT.**  
MAKE IT **FUN.**





# HELLO

## WHY CUSTOMER CHANGE MATTERS.

Every business has stuff that needs fixing. Systems that don't talk, regulatory changes or old products that need to be retired. These things all need customer communications.

**Expert change comms save you money.**

While most marketing is crafted to make sales and build brand, compliance comms are different. We craft comms to **reduce calls, mitigate churn** and **protect brand**.

Here's how this can make a difference for you.

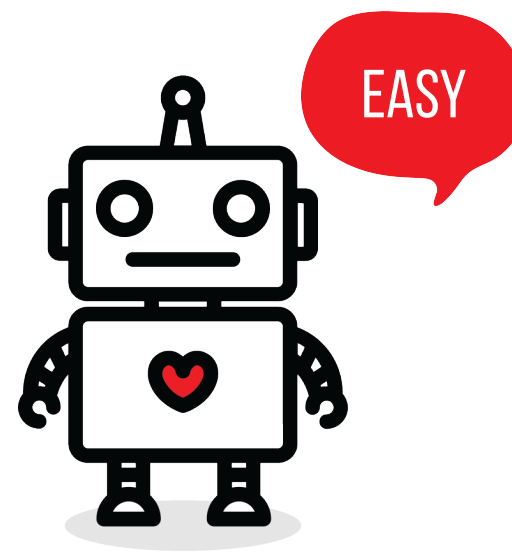
# WHO IS HUNCH?

We're a team of experts in human behaviour and communications craft.

# WE MAKE **COMPLICATED** STUFF FEEL **SIMPLE**

We have special skills in **strategy**, **creative** and **content**.  
And we make things **easy**, **excellent** and **fun**.

PEOPLE SEE US AS A  
**PROBLEM SOLVING** AGENCY



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# KEY PRINCIPLES

We need to **do the right thing** by the customer. So we use these principles.

## CLARITY

### IS THIS MESSAGE **CLEAR**?

- Is it crafted in everyday language?
- Is it short and to the point?
- Will the average customer 'get it' without trying?

## ACCURACY

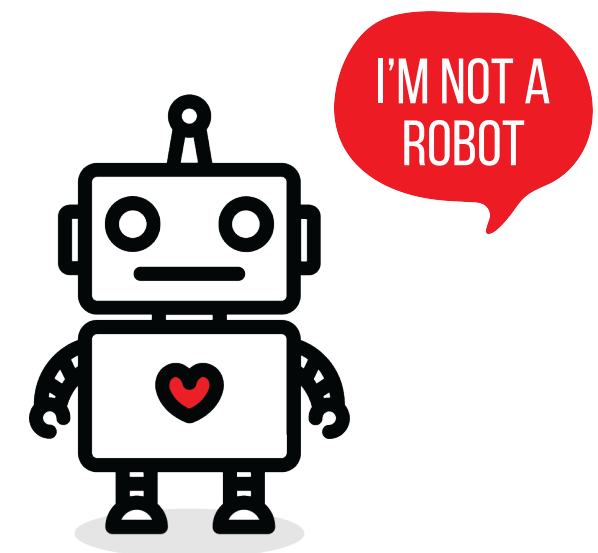
### IS WHAT WE'RE SAYING **TRUE**?

- Are we sticking to the facts?
- Is the legal meaning clear?
- Have we said it 'straight' without spin?

## EMPATHY

### ARE WE THINKING LIKE A **HUMAN**?

- Have we answered 'what does this mean for me'?
- Is there context without over-explaining?
- Does it 'feel' fair to someone not in the know?



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# OUR PROCESS

Every project is different but the way we deliver is always the same.

## CLARIFY

Understanding your objectives, customer impacts and planning the best way to make things simple.

### WHY?

Clearly understand the need and impact on customers.

## CRAFT

Concepting, writing and designing clear, simple comms with experts, making them the best they can be.

### WHY?

Make it easy for the customer with clear, simple, helpful comms.

## REFINE

Collaborating with your team to understand any feedback and craft it into the work to make it seamless.

### WHY?

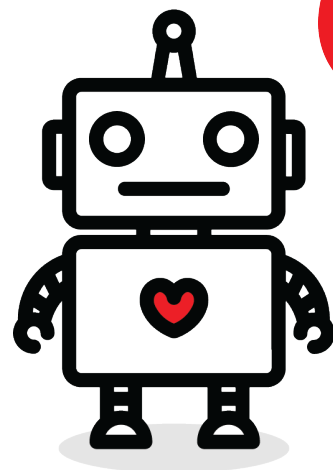
Work with product and regulatory experts to tell an accurate story.

## DELIVER

Checking data, proofing for accuracy and supporting third parties in delivery or production.

### WHY?

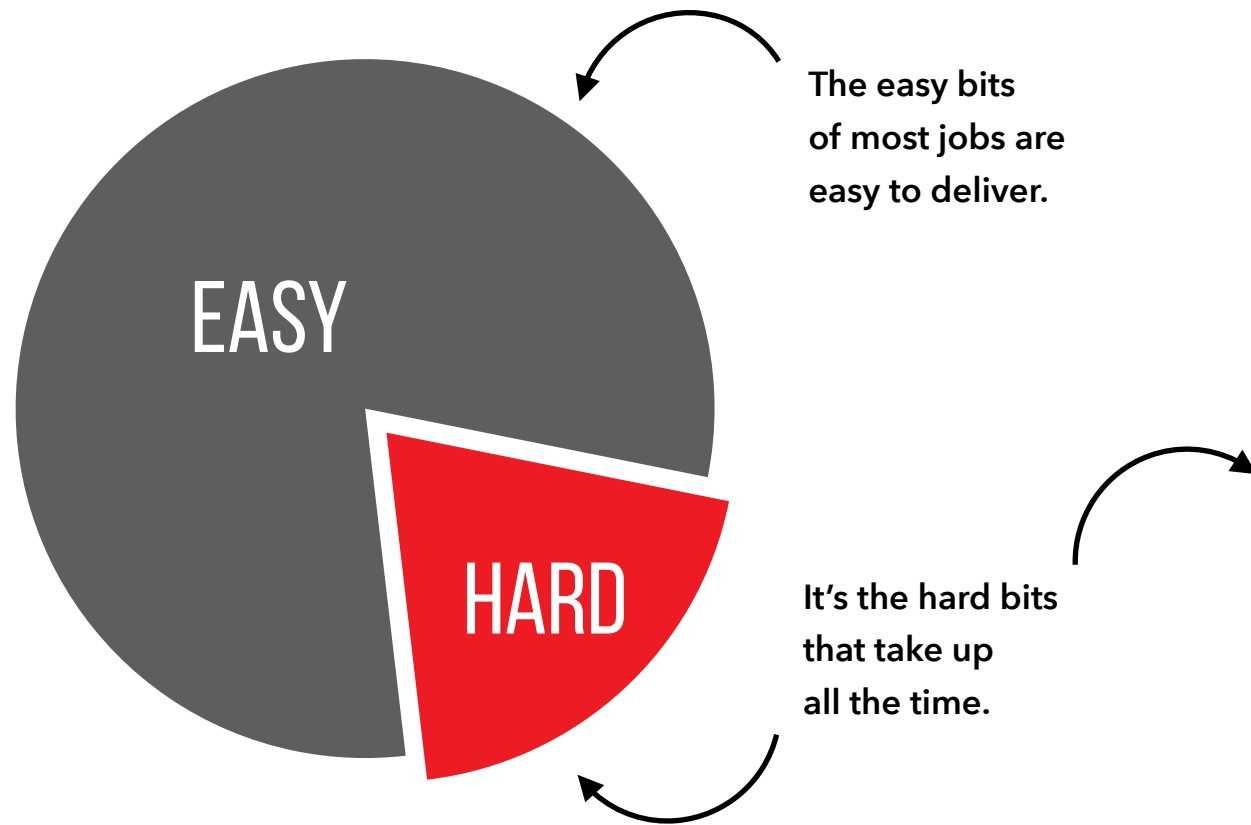
Get the right message to the right person without any mistakes.



MAKE IT EASY

# 80/20 JUGGLE

Getting the **right message** to the **right person** isn't as easy as it looks.



**Variables** are easy to manage, they're fed straight from the data.

**Versions** require logic in the letter. We craft comms to limit versions.



## WHAT'S THE KEY MESSAGE?

We sort the news from the noise to establish the most important **messages that relate to everyone**.

## WHAT'S DIFFERENT? WHAT'S THE SAME?

We establish what's consistently true and where we'll need variables or **versions of the comms**.

## CRAFT VARIABLES LIMIT VERSIONS

We craft copy to fit variables and reduce complexity by limiting versions to **keep the data needs simple**.

## BRIEF DATA CHECK PROOFS

Once the work is crafted, it needs to be briefed and checked so that **everything's accurate**.

# KEY CONSIDERATIONS

Change comms can have a broad impact.  
So we consider **different stakeholders**.

## CUSTOMER

### WHAT DOES IT MEAN FOR CUSTOMERS?

Change is always disruptive to customers. Especially when they feel confused about what's going on, or why it's happening.

**OUR GOAL:**  
Make it simple

## COMMERCIAL

### ANY COMMERCIAL IMPLICATIONS?

Change that has a big impact on customers always has the potential to impact the bottom line. Especially when it comes to potential churn.

**OUR GOAL:**  
Mitigate churn

## COMPLIANCE

### ANY REGULATORY OR LEGAL CHALLENGES?

Many changes require legal guidance on how we craft the message. It's always useful to understand constraints and parameters early.

**OUR GOAL:**  
Compliant comms

## CORPORATE

### WHAT COULD IT MEAN FOR REPUTATION?

Big changes can have an impact on reputation or brand. It's important to align messages between corporate affairs and customer comms.

**OUR GOAL:**  
One consistent story

## CHANNEL

### WILL IT DRIVE CALLS OR CONFUSION?

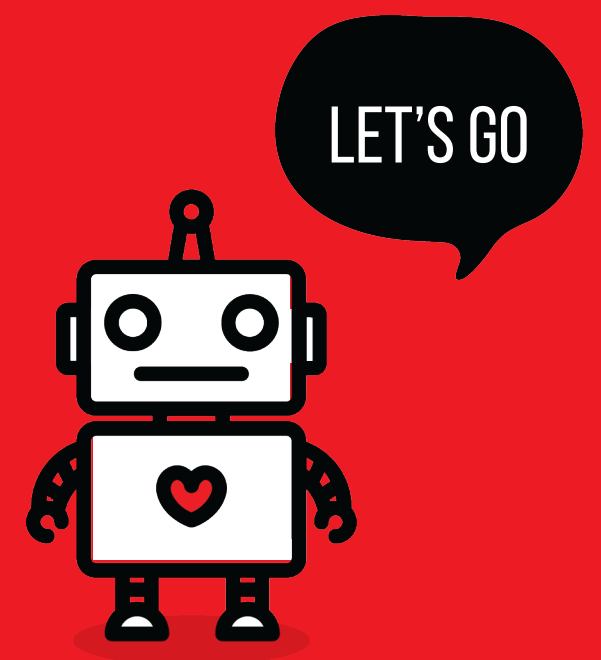
Change can drive confusion that can drive negative inbound calls. It's important to stagger communications and keep things really clear.

**OUR GOAL:**  
No need to call

DON'T JUST TAKE  
OUR WORD FOR IT

**HERE'S  
SOME WORK  
WE'RE PROUD OF**

AND SOME PRETTY IMPRESSIVE RESULTS





# MAKING EARTHQUAKES EASIER

## TOWER

### EQC PREMIUM INCREASE

#### The Job

The Government made changes to the premiums people pay toward earthquakes. This meant bills would go up for lots of people.

#### Our Hunch

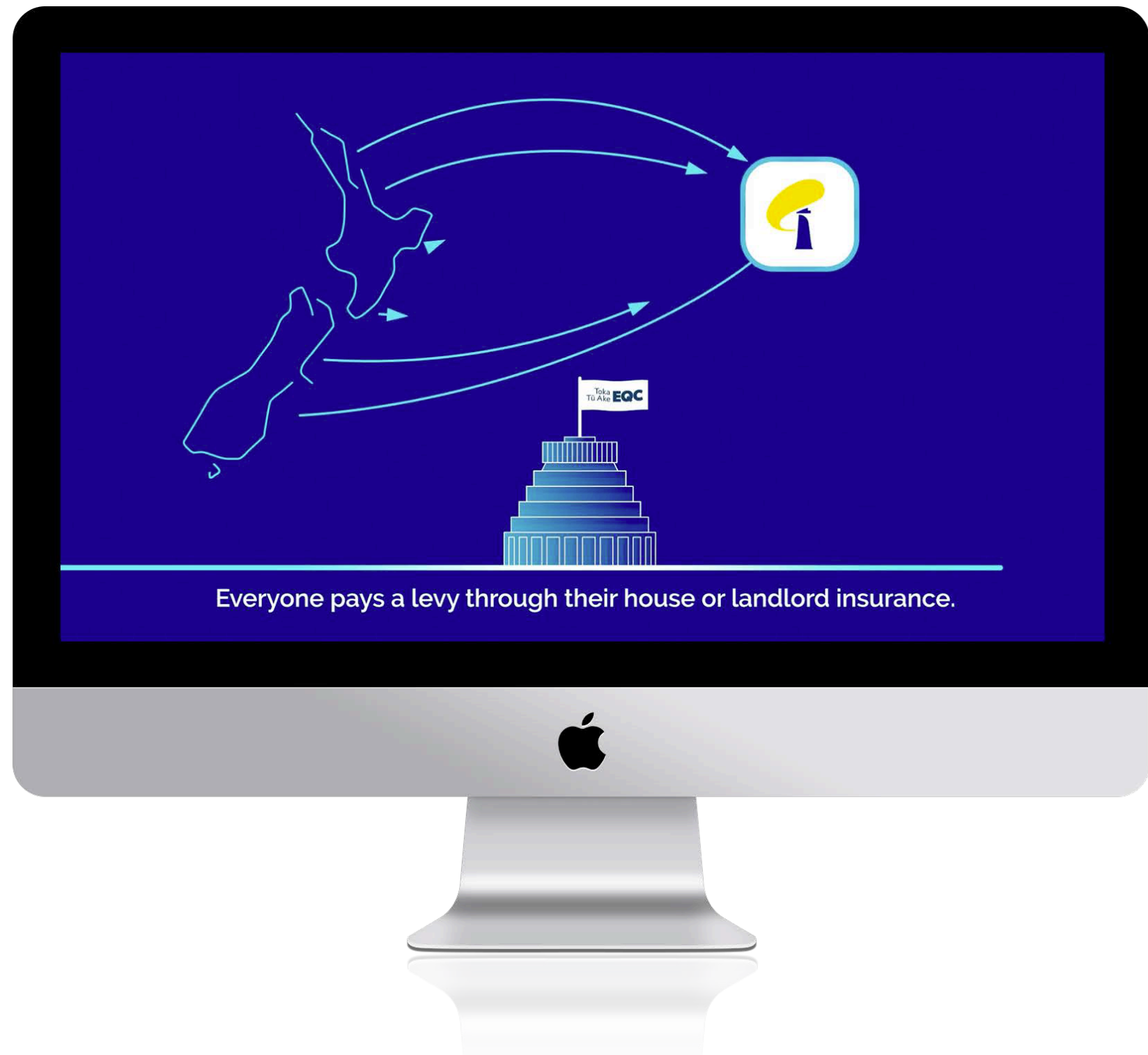
Most people won't need much detail. But some will want quite a lot.

#### Solution

We developed a multi-layered approach to communicate the message. Starting with a 'top line' video and getting into the detail through data-led messaging and FAQs.

#### Results

Sorting the news from the noise helped most people understand that the price increase applied throughout the country. So most of them stayed with Tower.



# SHARING THE WHY OF A PRICE RISE

MERIDIAN

## PRICE INCREASE COMMUNICATION

### The Job

We needed to let people know that their power bills were going up, but do it in a way that meant they wouldn't shop around.

### Our Hunch

People are used to price increases, but they like to know what they're getting for the money.

### Solution

Our simple letter was crafted to soften the impact of change and reinforce the other valued benefits of the premium brand.

### Results

While previous price increase comms drove 3.2% churn, ours came to just 2%, protecting **over \$500K** in revenue.



# SAYING BYE WITH A SMILE

SPARK

## 3G SUNSET VIDEO

### The Job

Spark needed to let people know their older 3G network would be shutting down, without scaring the horses.

### Our Hunch

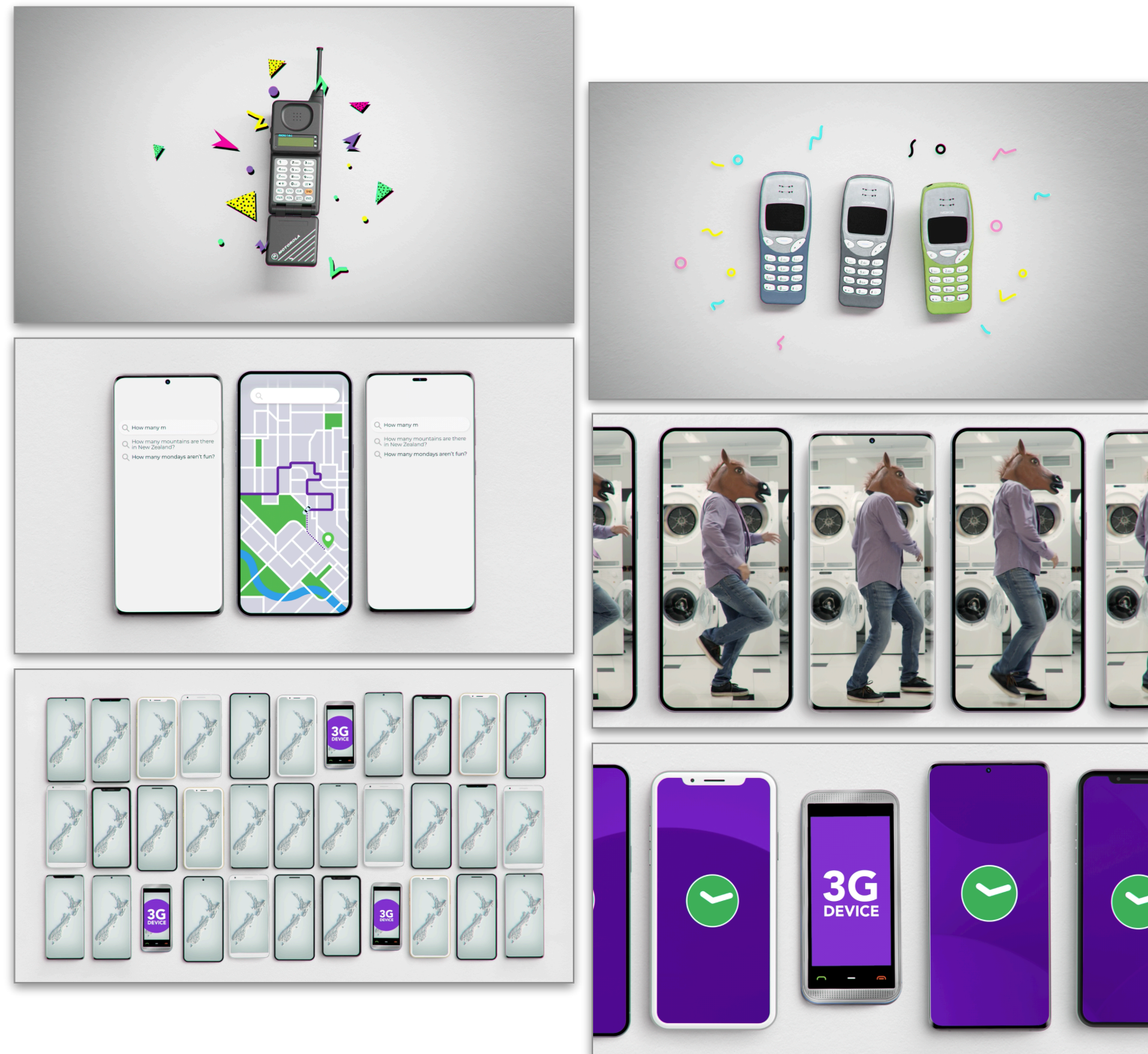
Remind people that tech gets better and better.

### Solution

Our simple video took a journey from early text to Tik Tok, reminding people that tech gets better.

### Results

We shared the video online to mitigate fears about phones not working. There were next to no calls on the topic.



# SIMPLE SYSTEM FOR CHANGE

SPARK

## SIMPLIFICATION

### The Job

Spark needed to simplify a number of different broadband plans. They needed a simple way to get the right message to the right person at the right time.

### Our Hunch

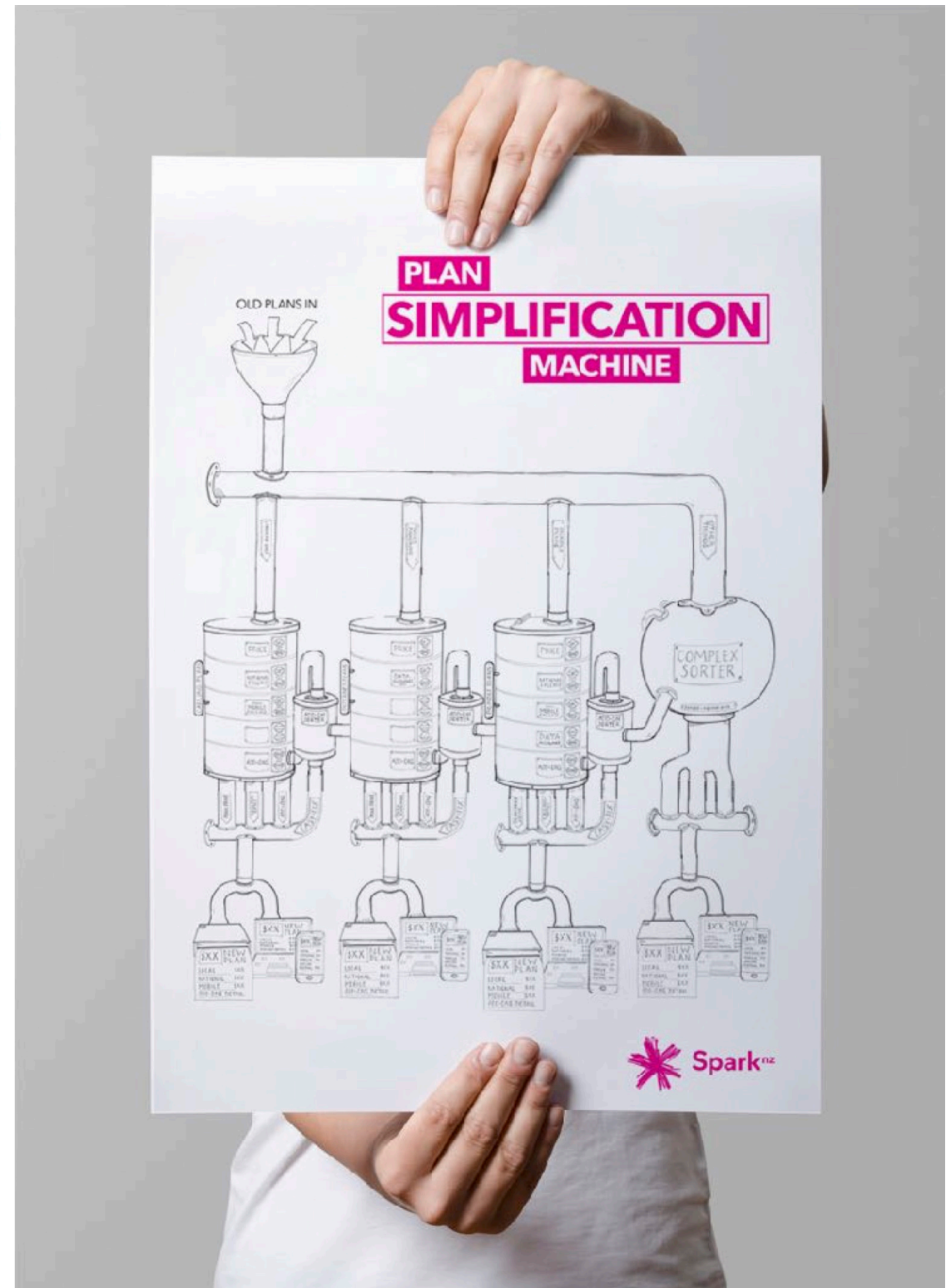
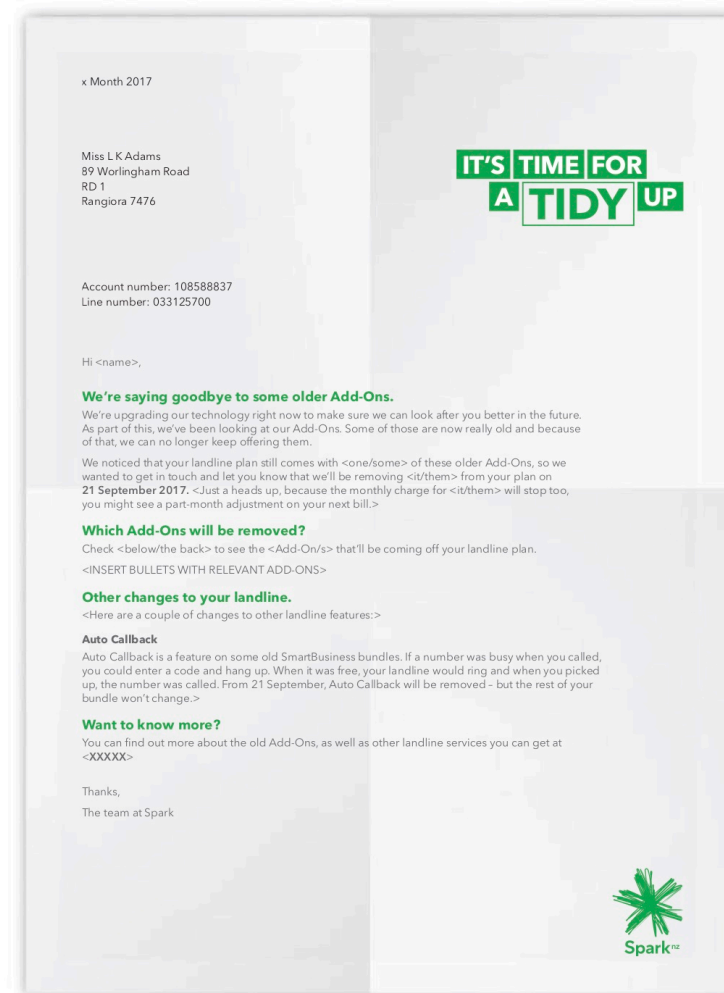
Don't dwell in the past.  
Focus on the future.

### Solution

We developed an automated 'machine' to recognise different data variables and add-ons and crafted it together with a simple, clear comms.

### Results

Over half-a-million customers received comms about changes, we expected a 2% churn. **Less than 1%** were even remotely worried about it.



# MAKING TECH PERSONAL

SPARK

## BRINGING EMAIL HOME

### The Job

Spark needed half-a-million customers to sign-in and validate their email accounts to migrate them to a new provider.

### Our Hunch

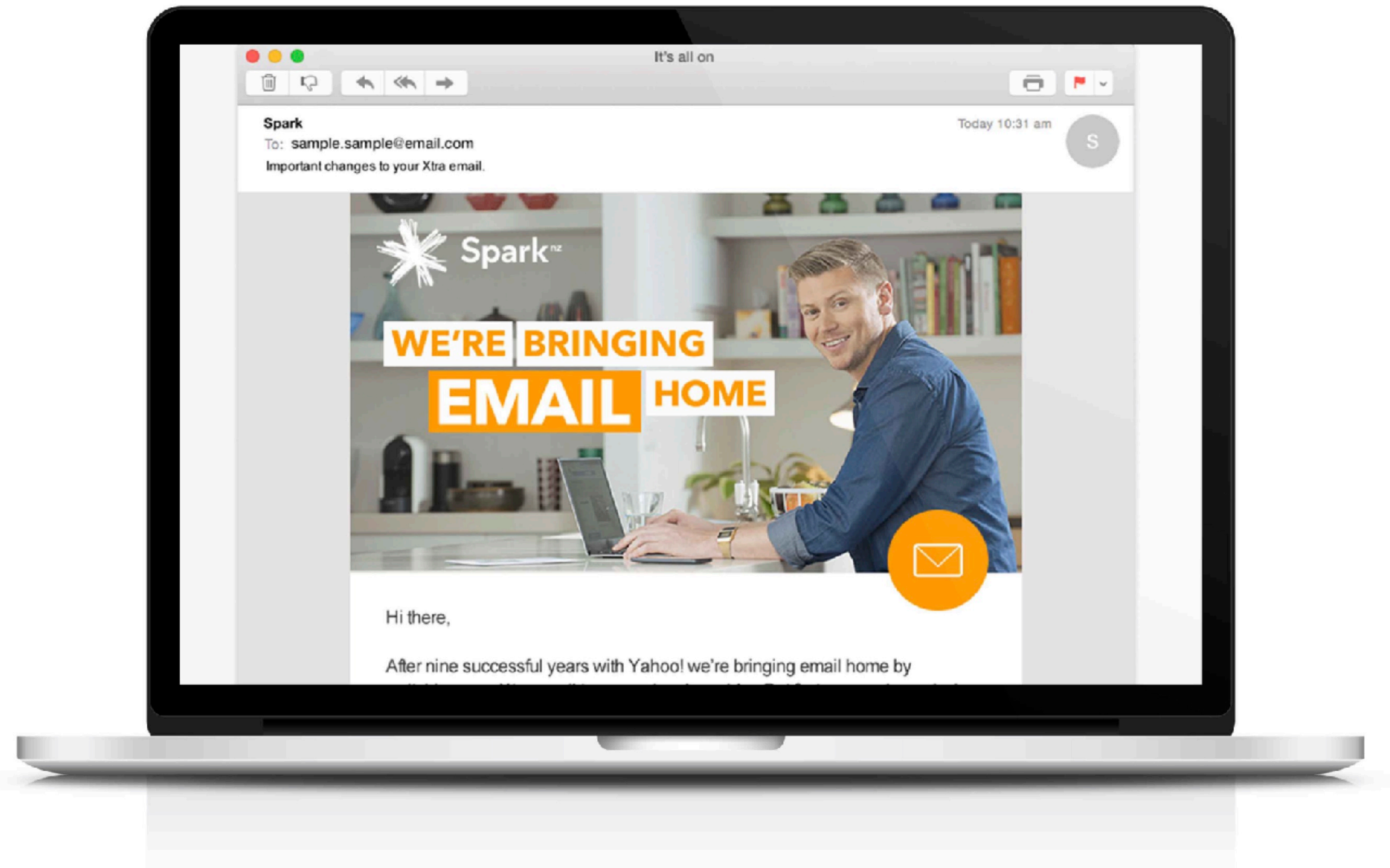
It's not about changing providers. It's about 'bringing email home'.

### Solution

We developed a seamless journey through multiple channels asking people to 'give permission to bring email home'.

### Results

**95% of customers moved** through the campaign, saving hundreds of thousands in potential complications.



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# BUILDING TRUST IN CHAOS

ASB

## QFE DISCLOSURE STATEMENT

### The Job

After the Global Financial Crisis, ASB needed to clearly communicate what would happen should things 'go wrong'.

### Our Hunch

It's about balance. Being straight up can help reduce fear.

### Solution

Our clear and simple Disclosure Statement outlined rights and obligations in a clear and reassuring way.

### Results

Over a million customers were impacted, so we expected over 10,000 calls. But we got less than 100, **saving \$50,000** in frontline costs.



# BRINGING 'THE RULES' ON BRAND

TVNZ

## ON-DEMAND TERMS & CONDITIONS

### The Job

TVNZ was launching their new on-demand website and needed their customers to engage with their terms and conditions.

### Our Hunch

No one reads the legals. But most are happy to play by the rules.

### Solution

Working closely with the legal team, we re-crafted all the terms to be clear, simple and even fun in places.

### Results

Dwell time on the terms and conditions page **increased ten-fold**. And we won a Plain English prize too.



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# SIMPLE TEMPLATE FOR FIX UPS

SPARK

## FIX UP A MIX UP TEMPLATES

### The Job

Spark needed a simple, low-cost way to roll out communications around system or administration errors.

### Our Hunch

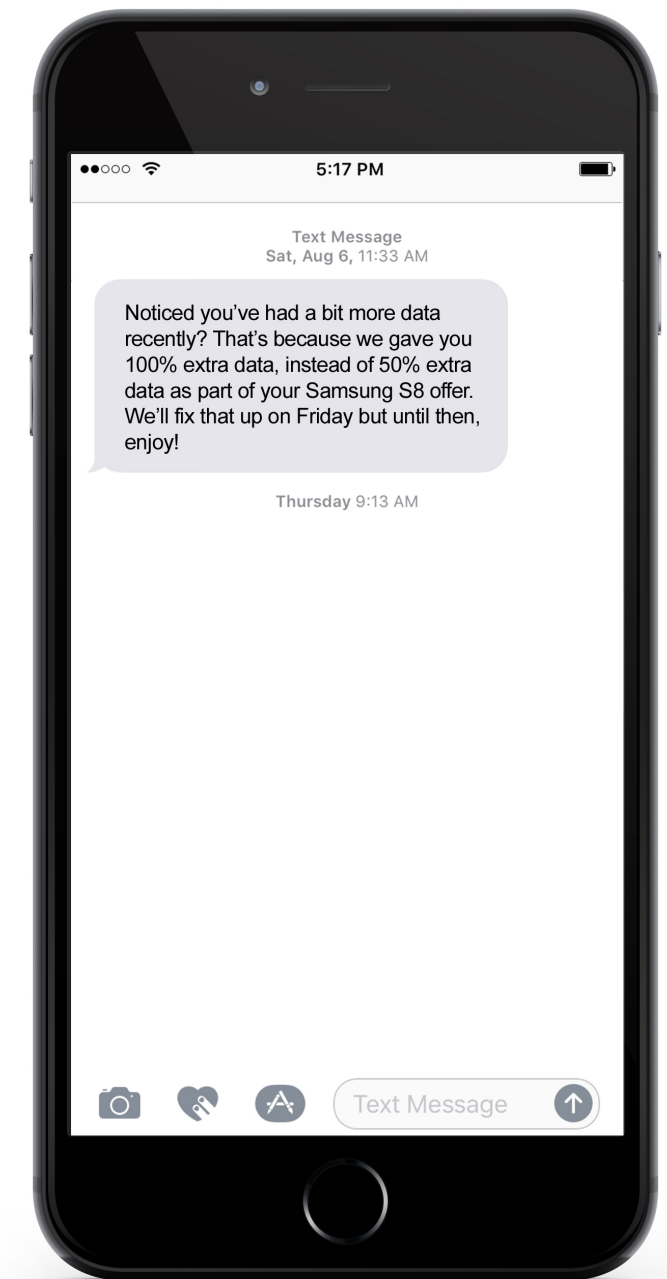
No one minds that you made a mistake, just as long as you fix it and own it with charm.

### Solution

We created a suite of simple headlines like "Fixing up a mix up" and "Your refund is ready". And drafted template copy that could cut and paste for different issues.

### Results

With simple cut and paste templates, the cost and time from problem to communication was **reduced by two thirds**.



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