

Case Study: Spreading the word about Murfreesboro Electric Department's IT help desk

Our article today is a little different than our regular format. This article is a brief look at the way one of our clients, Murfreesboro Electric Department, solved a problem.



Murfreesboro Electric Department wanted to communicate to its employees that a) they had an IT help desk that could help them solve their problems, and b) they were strongly encouraged to approach the IT help desk when they were having computer issues, rather than to suffer in silence.

Because the project was intended to make employees more comfortable with something, the client decided that they wanted the approach to be humorous. WordSouth worked with Murfreesboro Electric Department's Director of Communications Amy Byers and a college intern from the IT department to come up with a solution.

The discussions resulted in a playful flowchart, which featured scenarios in which one may or may not want to approach the help desk, and was designed to be printed on T-shirts for employees. Reasons and possible solutions included things like "Is it plugged in?" and "Do you need relationship advice?"

The result was a project that both informed Murfreesboro Electric Department's employees and helped drive traffic to a great service the utility offered its employees. Apart from being thankful for free T-shirts, employees were reminded in a fun way that the help desk was available to assist them when necessary, which will help prevent productivity loss due to technical issues in the future.



The lesson to learn from this case study is "feel free to have fun." It can be a little intimidating for communicators to balance humor with professionalism, but when done well the results are well worth it. Murfreesboro Electric Department could have simply sent an internal memo and posted a flyer around the office. While those are useful, thinking a little bit outside the box went a long way towards adoption of this program.