

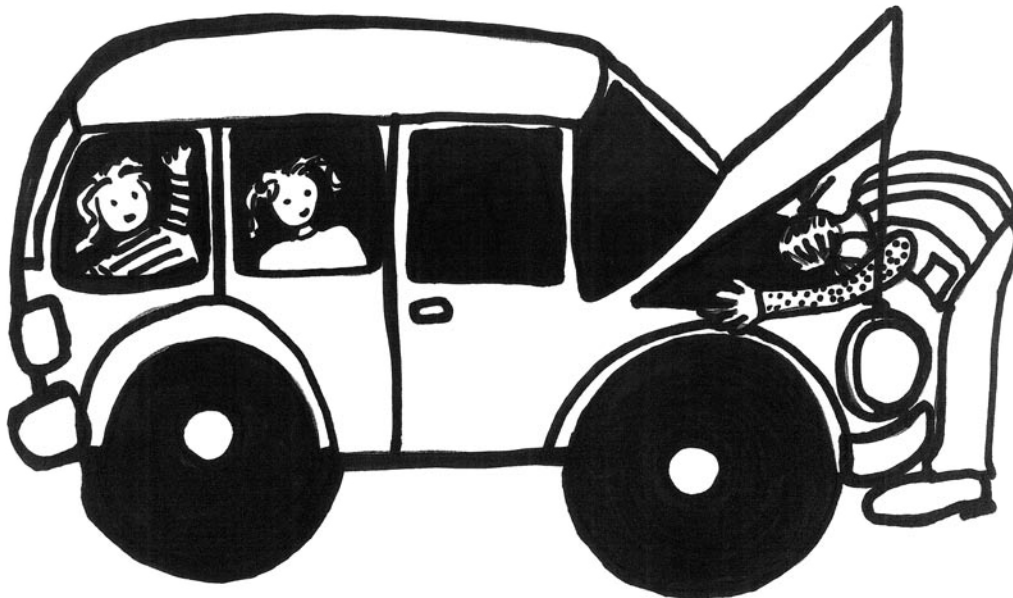
# Breakdown Service

My car broke down on the side of the motorway. I phoned the breakdown number to get help...

"Good afternoon madam. Now before I take your details, can you tell me if you originally signed up with the AA or the RAC? You see, there's been a bit of a change around here – RAC were serving FBS customers, but then they sold that part of the business to Green Flag, whereas the AA have merged with the 501 and spun off the Auto1000 part of the company to KBPR..."

I began to look enviously at the man on the opposite carriage way who'd also broken down, but seemed to be doing his own repairs.

"Listen," I replied, "I don't care who you are or how you came into being – I just need some HELP!"



## KEY MESSAGES

- ChangeUp has been very hard, firstly to understand, and then to explain to frontline (and other) organisations who often don't have the time or interest to understand the wider implications, they just want to know whether and how it's going to help them do their job.
- The amount of jargon hasn't helped – "I feel like I'm drowning in an alphabet soup of acronyms."
- What seems to have worked best is to relate ChangeUp directly to the interests of your audience in a way that they can understand.
- Also, acknowledge that there are some frontline organisations who just won't see that they need help, however it's explained to them.