Case Study One: SAP's Travel Safety & Security Awareness Campaign

SAP's practical approach to communicating with its global workforce

SAP SE, winner of the International SOS Foundation's 2016 Duty of Care Awards in the Communications category, used a variety of methods to communicate with its workforce on the availability of travel safety & security resources. As part of its global security communications, the company provided preventive education and raised awareness on how to get assistance on trips abroad at SAP.

It often takes a catalysing event for an organisation to consider enhancing its approach to Duty of Care for its workforce. In 2009, the Swine Flu pandemic triggered health concerns worldwide. In response, many employers activated their infectious disease preparedness plans to reduce the spread of influenza.

As a result, SAP, a world-leading enterprise software provider, realised it could do even better to communicate with its employees for more effective crisis management. With 82,000 employees in 190 countries worldwide, the company had put substantial resources behind its workforce to mitigate travel safety & security threats. The challenge was communications: How could the company better inform employees about which services were available and how to use them? How could they raise awareness to complement day-to-day operations?

Find executive sponsorship
"Executive sponsorship is very helpful in driving internal initiatives. The more senior the buy-in, the more likely the

initiative will receive the focus it needs to thrive," says Mathias Braje, Head of Corporate Continuity, SAP SE.

With the Chief Financial Officer and the Chief Security Officer behind its new travel safety & security campaign, the programme had a strong start. The goal was to educate SAP's global workforce on travel safety & security incident prevention and how to get timely assistance.

This campaign was an important component to strengthening the company's awareness related to travel risks. From the start, the programme owners set clear KPIs to measure effectiveness. These metrics were practical and included the numbers of employees taking training, viewing relevant intranet pages, receiving travel briefings and downloading Apps.

Partner with your internal communications team
As a secondary step, SAP looked to promote its travel safety & security programme. The company set up an interdisciplinary steering

committee with the HR, security and internal communications departments. Mathias says: "Our internal communications team knew which channels: email, intranet, social media, events and so on would be best suited to our campaign."

The company set up a jam page (a company-owned social media tool) where employees could chat and navigate to training links. SAP also issued stickers that could be put on mobile phone cases and laptops advertising a 24/7 traveller hotline. Face-to-face communications were also used. "We included a one-page guidance on travel security in all line managers' quarterly information packs. They could then share and discuss this information with their direct reports."

Learn what works best
SAP has an iterative approach to improving communications. KPIs play a strong role in determining which methodology is most successful. The company examines a variety of statistics including the number of employees interacting on

"SAP detailed their range of smart and innovative communications tools. This in an intranet jam page, a pre-travel trainin programme, smart briefings to high-risk locations, flyers and a telephone hotline help. SAP's Travel Safety and Security awareness campaigns engaged 75,000 employees in 180 countries."

Top Arnaud Vaissié, Mathias Braje and Andrew Sharman. **Above** Smartphone Apps can facilitate travel risk awareness.

the jam page, requesting security briefings and downloading the Assistance App. Some approaches, like including information on travel security resources in internal conference packs (for large events with 5,000 participants), were often more engaging than others like email blasts.

Pick your moments
Anticipating events such as natural disasters, terror attacks and infectious health threats is part of enterprise risk planning. SAP prepared communications and reporting templates ahead of time to be responsive to enquiries when incidents occur. In the weeks following the Brussels and Nice attacks, the security team issued communications to all employees on the travel security resources available to them. "Choosing the right moment to communicate is crucial. Timing is everything. When events are in the news, employees are often most receptive to receiving information about their safety & security."

"Reducing travel safety & security risk is critical to our global operations. We have robust resources in place for employees wherever they work. This is often a differentiator for us in recruiting talent. Employees want the reassurance that their employer is going to protect and support them wherever they travel for work. We can communicate this message clearly."

About SAP
As a market leader in enterprise application software, SAP (NYSE: SAP) helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organisations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable approximately 335,000 business and public sector customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.

STEPS	BEST PRACTICES IN COMMUNICATIONS
Step 1.	Secure executive sponsorship.
Step 2.	Plan your campaign and set KPIs.
Step 3.	Use a variety of media: Intranet, apps, internal social media, email, face-to-face, flyers, posters and events to generate awareness.
Step 4.	Reiterate travel security messages after major events and crises.
Step 5.	Examine KPIs and adjust your campaign according to what media, messages and timing are most effective.
Step 6.	Report your successes back to your sponsors. Keep your campaign alive.