



## **GBS Communications Model**

The communications model is vital for GBS adoption and value perception. Elements include:

### **Reporting vs Influencing**

- Reporting focuses on operational KPIs and project status.
- Influencing involves proactively managing stakeholder perceptions.

### **Building Brand Equity**

- Increase awareness through catalogues, success stories, campaigns.
- Improve image via external validation, awards, executive advocacy.
- Grow trust with transparency, delivery and governance involvement.

### **Optimizing Service Portfolio**

- Categorize portfolio into standard, tailored, and innovative services.
- Bundle services into business-relevant solutions.
- Promote high-value services through "commercials".

### **Omni-Channel Access**

- Provide information and services across self-service, bots, human channels.
- Tailor interactions based on user preferences.

### **Stakeholder Engagement**

- Governance boards for business leadership.
- Communities of practice for expert collaboration.
- Surveys, focus groups for user feedback.

Proactive communications, service packaging and commercialization, stakeholder engagement, and omni-channel delivery can drive GBS brand, utilisation and strategic influence. This expands GBS impact from execution to enabling business transformation.