

PLUM Communication Testimonial

FutureFlow, a Goulburn-Murray Water Alliance



PLUM Communication has been with the FutureFlow Alliance from its very inception, through the tender bid process, to implementation and now the development and maintenance of the works program.

The support and experience of such a talented group throughout the bid process played a key role in the FutureFlow Alliance winning the project. And now PLUM has led the way in helping the Alliance achieve one of its key gain share KPIs for customer satisfaction.

PLUM has provided the Alliance with extensive internal and external communication support, and has also sourced and managed an exceptional Customer Consultation Team using best practice methodology to assist us to engage positively with our key stakeholders - the Shepparton and district community.

Customer Satisfaction surveys showed that all of our customer consultation programs were exceeding expectations and has led to the development of an enhanced customer relationship management model across the Alliance works program.

PLUM provides us with a highly experienced and dedicated team that not only offers expertise but the flexibility to meet the changing needs of a major infrastructure project. They respond quickly and decisively with any issues and are prepared to go that extra mile for the success of the Alliance.

And just as importantly, they have employed Community Consultation staff from the local Shepparton community, providing an injection of skills into the region to leave a lasting legacy in the region.

As Project Manager I value all of PLUM Communication's input, drive, passion and support to ensure the FutureFlow Alliance is a great success.

Darren Nabbs, Alliance Project Manager
FutureFlow

Project Snapshot

- \$240 million worth of irrigation upgrades over two years
- Installation of 1516 FlumeGates
- Installation of more than 3000 meters
- Plastic lined 28 kilometers of irrigation channel
- Employed more than 425 staff at peak of project and inducted more than 1500 staff and contractors into safety program
- Delivered first winter works on budget and on time
- Consulted with more than 3000 customers

Key Achievements

- Established a communications unit within the Alliance and sourced key communications professionals
- Created and trained a team of 23 customer consultation officers – all from within the local community
- Set up and trained a business support team which interfaced with client's business support area
- Developed the FutureFlow brand and implemented it within a 6 week period
- Developed three customised databases for Complaints Management, Customer Contact and Stakeholder Engagement
- Developed Alliance protocols for complaints, media management, customer satisfaction and customer consultation
- Managed the Alliance's customer satisfaction survey which exceeded KPI target for customer satisfaction
- Wrote and produced customer information kits for eight separate works programs
- Developed key messages for use by the Alliance to handle key issues and stakeholder engagement
- Created advertising and advertorials to run in local media