

217, Sheikh Rashid Building

P.O Box 56272, Dubai

United Arab Emirates

Tel: +971 4 2973236 / 04 2974007

Email: uae@verbat.com

Carrefour PickPack System

Communication Management Plan

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| **Prepared for:**  **Mr. Luay Houri**  **Mobile: +971 4 312 7376**  **Email:** [**Lhouri@mafcarrefour.com**](mailto:Lhouri@mafcarrefour.com) |  |

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# Introduction

## Purpose and Scope of the Communications Management Plan

The purpose of this document is to define the communications goals and strategies of the Carrefour PickPack System. These high-level strategies and goals are intended to provide guidance in planning and measuring results of the current and future communications efforts.

The PickPack System’s Communications Management Plan (CMP) defines the project’s structure and methods of information collection, screening, formatting, and distribution of project information. It also outlines understanding among project teams regarding the actions and processes necessary to facilitate the critical links among people, ideas, and information that are necessary for project success.

The overall objective of a Communications Management Plan is to promote the success of a project by meeting the information needs of project stakeholders and outline the goals of the communications efforts to reach and inform each group.

Without detailed plans for communications activities that identify the organizational, policy, and material resources needed to carry them out, the Carrefour PickPAck System will not be able to secure needed resources, coordinate efforts with other groups, or report its activities and results to key oversight stakeholders.

Communications planning activities identify the appropriate level of communication for each project stakeholder, what information should be distributed and the frequency of communications. This plan should also include the vehicle of communications (email, face to face meetings, etc). The risk of insufficient planning could result in failure to accomplish key project objectives, duplication of effort, and reduced stakeholder confidence.

PickPack System’s communication efforts should be based on this explicit, detailed Communications Management Plan, with a matrix of specific actions addressing communications needs of each stakeholder group. Success for PickPack project communications should be measured against planned objectives and the IT Project Manager should provide regular updates to the Business Owner on each objective.

The intended audience of the PickPack Communications Management Plan is the project manager, project team, project sponsor, senior leaders, and any other stakeholders whose support is needed to carry out the project.

# Communications Approach

## Stakeholder Identification & Analysis

Project Communications are the PickPack System’s primary tool for promoting cooperation, participation, coordination and an understanding of acceptance between all stakeholders. PickPack has two primary stakeholder groups and has specific communications goals for each.

**Carrefour Project Managers and Development Heads**

Project Managers and Development Heads of Carrefour lay the foundation for the initial requirements as well as all future requirements. They will raise Request for Change (RFC) when requirements change from the baseline. They may also make RFP’s for new work that needs to be completed

**Goals:**

* Inform Carrefour management about the benefits that the new PickPack will provide.
* Secure timely participation from senior leaders in the definition of common business functions that will be integrated into design and development.
* Participate in the communications feedback loop, by providing comments back to the developers based on the message received.

**Objectives:**

* Promote management participation in the integrated PickPack system.
* Leverage the influence from management as advocates for public understanding, support, and funding.
* Review all tactical documents to ensure that they meet “plain language” criteria.

**Verbat Project Managers and Business Leads or Team Leads**

Verbat Project managers and Team leads determine the effort needed to complete project requirements of RFC’s raised by Carrefour.

**Goals**:

* Identify the line of business that is impacted by the new requirements or changes
* Determine the most efficient and cost effective way for executing the requirements

**Objectives**:

* Communicate clearly to CareeFour managers the value proposition attained from executing the proposed solution
* Provide alternative solutions that may suffice to implement the requirement
* Evaluate the Project Communications plan by measuring customer satisfaction

Table 1: Stakeholder Analysis

| Name | Title | Stakeholder  Group | Contact |
| --- | --- | --- | --- |
| Ratheesh V.S | PM | Verbat | ratheesh.vs@verbat.com |
| Luay Houri | PM | Carrefour | Lhouri@mafcarrefour.com |
| Leena Musar | PM | Carrefour | Lmusar@mafcarrefour.com |
| Lekshmi T | TL | Verbat | lakshmi.t@verbat.com |
| Sharooq Sunil | Dev | Verbat | sharookh.sunil@verbat.com |
| Lekshmi Krishna | Dev | Verbat | Lekshmi.Krishna@verbat.com |

## Communications Items

# Communications Vehicles

## Communications Matrix

The Communications Action Matrix is used to define details regarding the communications activities that are used during the course of the project. The matrix is developed and maintained by the Project Manager. The project team and the Business Owner work together to develop a “matrix” of communications activities around each project milestone. This matrix would include detailed activities such as:

* Designate “owners” responsible for communications products and activities for each project milestone
* The resources required for these efforts in terms of personnel and budget, and where the personnel and budget would be obtained
* A list of key messages and benefits statements, with an assigned message “owner” as a central point of contact
* Processes for vetting communications messages and products

Table 2: Communication Matrix

| **Communication Deliverable** | **Audience** | **Description** | **Desired Outcome or Behavior** | **Delivery Vehicle** | **Author** | **Review and Approval** | **Sender/ Facilitator** | **Timing** | **Effective-ness (scale of 1-5 with 5 being most effective)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **REOCCURING – PROJECT** | | | | | | | | | |
| Project Steering Committee Meetings | PSC members, PD, Executive Sponsor, Business Sponsor | Executive-level leadership meeting to share status, seek answers or help | Challenge status, provide resources, offer decisions, remove barriers | PSC meetings; sometimes pre-read documents | PM | Carrefour leadership | PD | Bi-Weekly |  |
| Project Team Leader Meetings | Project leads | Team leads share status, challenges, concerns, obstacles, etc. | Team seeks solution to problems, issues | Project Leader Team Meetings; reports | PM | n/a | PD | Weekly |  |
| Project All-Hands Meetings | All project team members | Status updates, celebrate progress, discuss next steps, review upcoming changes | Team members take responsibility to maintain or increase progress toward milestone goals | Project All-Hands Meetings; status reports; | Verbat team lead | Carrefour leadership | PD | Quarterly |  |

1. Record of Changes

Table 3: Record of Changes

| Version  Number | Date | Author/Owner | Description of Change |
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1. Approvals

The undersigned acknowledge that they have reviewed the Communications Management Plan and agree with the information presented within this document. Changes to this Communications Management Planwill be coordinated with, and approved by, the undersigned, or their designated representatives.

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| --- | --- | --- | --- |
| Signature: |  | Date: |  |
| Print Name: |  |  |  |
| Title: |  |  |  |
| Role: |  |  |  |

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| Print Name: |  |  |  |
| Title: |  |  |  |
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1. Additional Appendices