

Case Study

MAKING EVERY VOICE COUNT: RESETTING VOCOVO'S BRAND MESSAGING

Background

Established in 2011, VoCoVo is a voice technology innovator for retail, dedicated to meeting the current and future needs of the industry, while championing the people working within it.

Challenge

VoCoVo has grown rapidly, doubling its headcount to **approx. 200** in the last three years and expanding its customer and partner base across North America and mainland Europe. As the business scaled, VoCoVo's leadership wanted all employees to feel immediately connected to its values and ambitions worldwide. To support this, VoCoVo enlisted the help of long-term PR partner to reestablish a clear company vision, mission and single-minded proposition (SMP).

Approach

The Whiteoaks team organised two collaborative, in-person workshops with the VoCoVo team: the first with department heads and team leads, and the second with the C-suite and management team. Through a range of exercises, the workshops gathered views on the company's strengths, growth priorities, key messages and customer feedback from across the business.

Whiteoaks then crafted VoCoVo's new company mission, vision and SMP, which it presented back to the leadership team. 'Making every voice count', VoCoVo's mission of realising retail teams' potential and vision of setting the standard for connected retail formed the foundation of a messaging reset.

"VoCoVo is on a rapid global growth journey, so it was really important for us that our messaging was refined and set in stone to drive our endeavours moving forward. The retail sector can gain so much from evolving technology, and Whiteoaks' meticulous approach to establishing our communications has helped us clearly relay the benefits to the retail market."

*Beth Worrall,
CEO, VoCoVo*

Results

Visibility

This renewed messaging now features on the **'mission'** section on VoCoVo's website, painting a visible story of the company and its role in the future of retail.

Engagement

VoCoVo's messaging drives its marketing efforts and communications with customers, partners and the wider retail market, helping the organisation continue on its rapid growth journey.

Impact

The messaging reset provided VoCoVo with a clear, compelling story that unites employees worldwide and reinforces its leadership in retail. With VoCoVo now living and breathing its new mission, the company benefits from stronger internal alignment and more consistent external communication. In all, this supports the company's global expansion, deepens engagement with customers and partners and empowers teams to contribute to VoCoVo's growth.

"Whiteoaks took the time to really understand how we wanted to communicate both internally and externally, and the resultant messaging captures our brand perfectly."

*Nicola Ashley,
Global Marketing Director, VoCoVo*