



INFORMATION MAPPING

Harness the Power of Your Content  
optimize performance  
improve response time  
gain competitive edge

## Bell Case Study

### Client:

For 127 years, Bell Canada has served the communication needs of Canadians. With local and long distance phone service, wireless voice and data services, Internet access, satellite television, and a host of other solutions and services to Canadian homes and businesses.

### Business Challenge:

To provide such services in today's fast and ever changing environment, Bell Canada itself needs to communicate effectively. There must be consistent messaging created with standardized information sent out across many sales channels as well as to internal corporate offices and external retail employees across Canada. Bell Canada needed a solid method to ensure the entire team receives clear, concise, direct, and *usable* messages to help maintain the company's standards and procedures on a day-to-day basis.

### Solution:

Bell Canada employed the services of Information Mapping Canada and its structured writing method, Information Mapping®. Information Mapping allows users to organize key messages and present details in a way that is easy for anyone to understand.

Information Mapping understands how people need to use information to be effective in their jobs; it simplifies complex information and develops content that works. Unlike conventional writing, Information Mapping is reader-based not writer-based. This means that the emphasis is on how the reader uses information, rather than on how the writer needs to express it. The focus is on creating documents made up of precisely-defined modules of content that can be scanned quickly for relevant information, skipped when not relevant, and read and understood in isolation from the rest of the document. Readers do not have to wade through pages or screens of text from beginning to end. They focus quickly on the content they need.

At Bell Canada, Information Mapping is used in marketing communication bulletins, and policies, procedures and reference material to help support the sales team in the various channels, particularly the corporate and corporately-owned Bell Canada retail stores. With Information Mapping, Bell Canada creates concise content that relays easy-to-use information to the end user. Information Mapped bulletins regarding the company's rate plans, products launches, services and promotions help users understand exactly what is being communicated and what is needed. By taking the guesswork out of communication with the messages that are clear, concise and direct, Bell Canada makes selling much more efficient.

### *Thea Preston, Communications Manager, Corporate Stores*

"Bell is a strong supporter of Information Mapping. It is currently being used by all of our support teams, as well as everyone within our head office corporate stores team. Information Mapping has been invaluable in helping us create more consistent messages. This ensures our communications are standardized so nothing is overlooked, which for an

organization as large and complex as Bell is essential. I have and will continue to recommend Information Mapping to colleagues and organizations alike.”

**Results:**

Over 45 Bell Canada employees (within the department) have received Information Mapping training and a group of 25 employees are on a waiting list to receive this indispensable training.

In 2007, over 100 procedure documents were converted into the Information Mapping style of writing.

Currently, a project is under way to have all policy documents and hardware reference material updated based on Information Mapping’s techniques; approximately 200 documents will be affected.

See the Mapped Version Attached:

To see exactly what we mean, please read the attached Information Mapped version of this Case Study to compare it with conventional writing.



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## Bell Canada Case Study

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### The client

Bell Canada has served the communication needs of Canadians for 127 years providing

- local and long distance phone service
  - wireless voice and data services
  - internet access
  - satellite television, and
  - a host of other solutions and services.
- 

### Business challenge

To provide such communication services in today's fast and ever changing environment, Bell Canada itself needs to communicate effectively:

- It must create consistent messaging with standardized information sent out across many different channels to both its internal corporate offices and its external retail employees across Canada.
  - It needs a solid method to make sure its entire team receives clear, concise, direct, and usable messages to help maintain the company's standards and procedures on a day-to-day basis.
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### Solution

Bell Canada employed the services of Information Mapping Canada and its structured writing method, Information Mapping®.

Information Mapping allows users to organize key messages and present details in a way that is easy for anyone to understand.

Information Mapping understands how people need to use information to be effective in their jobs:

- It simplifies complex information and develops content that works.
- It is reader-based rather than writer-based, emphasizing how the reader uses information, rather than on how the writer expresses it.
- Its focuses on creating documents made up of precisely-defined modules of content that can be
  - scanned quickly for relevant information
  - skipped when not relevant, and
  - read and understood in isolation from the rest of the document.

**Result:** Readers do not have to wade through pages or screens of text from beginning to end. They zero in only on what they need.

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## Bell Canada Case Study, Continued

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### **Bell's use of Information Mapping**

Bell Canada uses Information Mapping in its marketing and communications bulletins to help the sales team internally support their various channels, particularly the corporate and corporately-owned Bell Canada retail stores.

With Information Mapping, Bell Canada creates concise content in its bulletins regarding the company's rate plans, products launches, services and promotions that

- relays complex information that is easy-to-use
- helps end users understand exactly what is being communicated and what is needed
- takes the guesswork out of communication with messages that are clear, concise and direct.

Bell Canada uses Information Mapping to make selling at Bell much more efficient.

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### **Bell testimonial**

This is a testimonial from Bell Canada on Information Mapping:

*"Bell is a strong supporter of Information Mapping, which is currently being used by all of our support teams as well as everyone within our corporate stores and at head office. Information Mapping has been invaluable in helping us create more consistent messages. It ensures that our communication is standardized, meaning nothing is missed, which for an organization as large and complex as Bell is invaluable. I have and will continue to recommend Information Mapping to colleagues and organizations alike."*

Citation

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