



INFORMATION MAPPING

Case Study: Information Mapping and Bell Canada



Highlights:

- Number of people trained: 900
- Length of seminar: 2-days
- Number of documents Mapped: Hundreds

What is Information Mapping®?

Information Mapping is a structured writing method that enables

- writers to turn all information into easy-to-use content, and
- readers to quickly access, immediately understand, and accurately use the content.

Bell has applied the method to these document types:

- Procedures
- Process Documentation
- Policies
- Business Requirements
- Process Documentation
- Project Plans
- Bulletins
- User Guides
- Job Aids

The Organization

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 Challenges

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.

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.

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Case Study: Information Mapping and Bell Canada, continued

Solution, continued

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.

Information Mapping 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.

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.

Testimonial

"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."

Communications Manager, Bell Mobility Corporate Stores