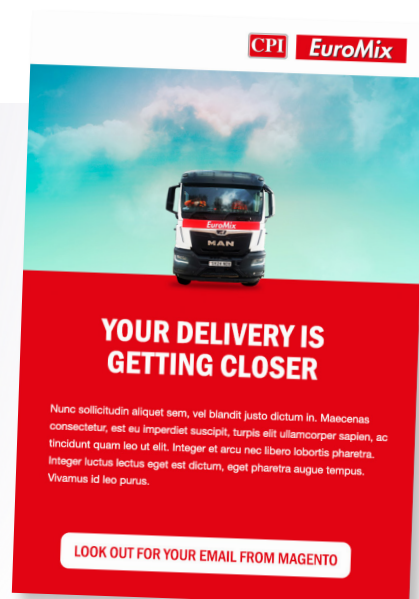


# Best Internal Comms Campaign



## EuroMix



## THE CHALLENGE

CPI operated a traditional, phone-based ordering model: clients called the factory directly to place, amend or cancel silo orders, often at very short notice. This reactive, call-based approach could sometimes lead to inefficiencies in supply scheduling and delays in aligning deliveries with client needs.

## THE APPROACH

CPI, working with Fabrick, launched **CPI Direct** - a self-service ordering portal - backed by a phased internal and external comms campaign that treated clients and colleagues as partners in the change, not just recipients of it.

- **Bespoke brand identity** created from scratch for CPI Direct
- **Explainer videos** for colleagues and customers
- **Face-to-face cascade briefings** from plant managers and sales reps across nine plants
- **Dedicated Workvivo hub** as the internal home for the rollout
- **Live activation at Supertrowel 2026**, CPI's flagship industry event
- **"Have a coffee on us"** a £5 Costa voucher per registered user
- **10,000 branded items** (mugs, pens, notebooks) distributed via existing sales visits
- **Amplification** at Supertrowel 2026, CPI's flagship event as official mortar supplier

A proportionate, resource-conscious campaign: built on existing channels and relationships rather than costly new infrastructure.



## THE RESULTS

# 87.9% £17k

of targeted accounts are now using CPI Direct. (A re-targeting campaign is scheduled to convert remaining contacts)

Additional £17k revenue generated by communicating a new premium delivery service via the portal comms

# 97%

fewer plant calls

# 50%

less time on the phone

# 85%

orders now raised via CPI Direct

# 74%

fewer customer calls

**A genuine operational and cultural shift – from reactive phone calls to a self-service future.**