


# Ambassador

Building reputation  
through performance  
on the front line



COURAVEL

# Building reputation through the front line



Front-line employees play a key role in managing the reputation businesses enjoy, and in particular the emotional bond between customers and organisations. Recent events have increased the need for people to believe in their companies and represent them well to external audiences whose cynicism has grown.

We believe in the importance of employee ambassadors and design bespoke projects that help create champions of brand, strategy and values at all levels.

*Ambassador* is a process that helps clients think through what they want to achieve in different areas and at different levels of their business. It is highly interactive and involves people in identifying behaviours and actions that would improve the customer experience. At the same time we look at the employee experience and how that needs to change to improve performance.

We develop and deliver workshops. Sometimes our team will work alongside internal champions or executives to help improve the impact of the meetings. These sessions translate promise to action.

The work focuses on the customer experience and helps people identify how they can "make a difference" whether they deal directly with customers or support those who do.

Our approach:

- Creates bespoke events and workshops in which people develop their own action plans
- Delivers better customer experiences
- Helps strengthen reputation at the front line
- Boosts sales, image, market share and productivity

*"Couravel is a pleasure to work with and we have enjoyed the style and diversity of their team. They've invested in getting to know us and been flexible in developing their product. The scope we gave was incredibly broad and challenging and they've delivered." Executive Director for External Affairs, Natural England*

# Clients

- Airbus
- Alcatel
- Astra Zeneca
- B & Q
- BAE Systems
- Barclays Bank
- Cabinet Office
- Cancer Research
- Department for Business, Innovation and Skills (formerly BERR)
- Department for Children Schools and Families
- Department for Transport
- Department for Work and Pensions
- GKN
- HM Revenue and Customs
- Home Office
- Lloyds TSB
- London Borough of Hackney
- Nationwide
- Natural England
- Pfizer
- Stryker Corporation
- Syngenta
- Thales
- Threadneedle
- TNT Express
- Vehicle and Operator Standards Agency
- Vodafone

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*Executive Director for External Affairs, Natural England*



"Very easy to deal with and insightful input based on wide experience. Couravel has always been extremely responsive to our requirements. I would recommend this organisation to others."

*Communications Director, Home Office*



"...highly responsive to my needs and teams that display a high level of focus on their clients. Couravel provides a broad range of experience at both a strategic and practical level."

*EMEA Communication Director GE*



"Unparalleled approach to their relationship with their clients. Such a relationship with an external provider is unique in my experience and also very refreshing. This is not just a case of going the extra mile, it's a case of going as many miles as it takes to reach the goal."

*Communication Director BAE Systems*



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