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Top UK Companies in Communication Crisis

"Can you give me the number of your Head Office please?" asked Melanie Rees, co-coordinator of Educ8 a national project, www.wowuk.net, celebrating Africa in conjunction with the G8 summit. It seems this question is enough to challenge the employees of some of the biggest UK companies.

"Even when I got through to Head Offices, I was amazed to discover some companies, listed in the Top 100 UK Companies by website British Library, have no systems in place for charity, community events, or to allow immediate communication with all employees. I find this astonishing" says Rees.

Claire's Accessories however, demonstrated excellent communication throughout the company. While visiting a local store to research products for the forthcoming UK "Non-Uniform Day" on Friday July 8th, Rees was approached by Kelly, an employee of Claire's. She advised Rees to contact Claire's Head Office and immediately supplied the number along with details of her own store.

While Claire's only support Breakthrough for Breast Cancer, staff at their Head Office were quick to realize the connection between Educ8 and the G8 summit and immediately offered their support.

"I found Claire's to be most co-operative. They were dynamic and creative in their response. It's really refreshing. Other companies I have approached are still suffocating in their own red tape. How hard can it be to invite all your employees to wear Red, Gold and Green on Friday 8th July to celebrate Africa?"

Rees continues her search for large companies who have the willingness and the ability to cut through their own red tape.

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