

S11.2

Staff Engagement and Collaboration

13:15 Theatre 1

The Six Senses – Communications in the Digital Era*Chong Q**CLP Power Hong Kong Limited, Hong Kong*

In digital land, people interact through social media. With today's ubiquitous connectivity, the power of social media is phenomenal. How good you are in leveraging social media to connect with your stakeholders in a fun and engaging manner, both internally and externally, can hold the key of success to your business. To do so, a creative mind is essential.

Right-brainers are naturally able to pull together disparate ideas and think creatively, and capture emerging business opportunities. One of the theories tries to effectively apply the six human senses – Design, Story, Symphony, Empathy, Play and Meaning – in engaging with customer and community. It helps to make the engagement in a more exciting and meaningful way.

CLP Power operates a vertically integrated power supply business in Hong Kong, serving 80% of Hong Kong's population for over a century. With growing concerns about climate change and environmental conservation, how can the utility change their way of engagement with their customers and communities and how to do it effectively?

Employee engagement is equally important for any service improvement, cultural change and communications campaigns to be successful.