

Supporting communications through global growth and change

The challenge

dunnhumby was navigating a significant period of international growth, organisational change, and operational transformation across multiple markets.

The business needed clear, consistent internal communication that could keep employees informed, aligned, and engaged throughout a prolonged period of change, while maintaining a strong sense of culture and connection across global teams.

How Coach helped

Coach supported a wide range of internal communications and employee engagement programmes focused on organisational alignment and consistency across international teams.

Support included

- leadership communications
- employee engagement programmes
- internal transformation communications
- acquisition and integration communications
- global leadership events
- strategic messaging and alignment support

The outcome

The programme helped the business manage growth and organisational change while maintaining employee understanding, engagement, and connection across global teams.

Results

90%

employee understanding of 5-year strategy

90%

employee understanding of acquisition benefits

- ✓ 75% active users of enterprise social platform within 6-months
- ✓ 15+ global workplace awards
- ✓ +80 employee NPS for global company meetings



Communications played a central role in helping us navigate growth, transformation, and organisational change across the business. The result was stronger employee understanding, better engagement, and a more connected global culture during a critical period for the company.

Simon Hay, Global CEO