

Entrant company name: **Currys x The fresh Group**

Entry title: **Currys - Right First Time**

Category: **Internal Communications or Employee Engagement Campaign**

Brief, Objectives and Budget

Retail in 2026 is more complex than ever. With rising customer expectations, intensifying competition, and operational challenges, getting things right first time is essential to delivering what matters most for Currys' customers, colleagues, and business.

The brief for Right First Time (RFT) was clear: build belief, ownership and behaviours that drive 15,000 colleagues to “get more things right first time” - elevating customer experience, enabling colleagues and protecting profit.

Across two years, our SMART objectives focused on:

1. Creating a colleague led movement that colleagues chose to be part of.
2. Embedding RFT into leadership and learning, making it part of how we work.
3. Delivering measurable financial, cultural and customer outcomes.

The Engagement workstream for the programme was delivered by a lean team led by one Senior Internal Comms Lead. A modest £50k budget covered creative development, e learning, event activation and engagement materials. Momentum was driven primarily through colleague advocacy; leadership enablement and behaviour change rather than costly incentives.

The Idea, Research and Planning

The idea was bold: transform RFT from a compliance programme into a colleague led cultural movement. If colleagues are the heart of the business, they must be the heroes of the change. RFT positioned them not as recipients of instructions but as the movement's curators, storytellers, problem solvers, and champions.

Grounded in listening across retail, logistics, home delivery, repairs, and customer management, we asked: “What stops you getting things right first time?” Five insight themes shaped our plan:

1. Understanding & Ability

- Colleagues lacked clarity, not willingness. They understood our Values but couldn't translate them into everyday actions. An “understanding–action gap.”
- Silos created friction. Colleagues rarely saw how their actions affected the next team in the customer journey.

2. Leadership & Culture

- Leaders were the missing link: they had information, but no unified view of expected behaviours. Consistency and understanding were essential.
- Colleagues closest to the work held the most actionable insights; their ideas needed to drive the movement.

3. Motivation & Collaboration

- Frontline teams would only sustain change if they felt the benefit, not because they were rewarded for it.
- Surveys repeatedly highlighted ‘Barriers to Execution’ and ‘One-Business’ alignment as key opportunities.

4. Communication/Engagement

- Traditional IC and training didn't match reality. Time poor teams needed high impact content that lands in minutes.

5. Champions

- Peers are more trusted than corporate comms. A proof of concept (Mission:Possible) showed colleague-led stories outperform top down messaging.

Using the 4D model (Discover, Design, Develop, Deliver), we built an always on campaign shaped by real colleague experience.

Strategy, Creativity, and Innovation

Our strategy was anchored in three human-centred design principles:

1. Keep it colleague led and leader enabled

Our core creative idea was making real colleagues the face and voice of RFT. Imagery, videos, e learning and events all featured real Currys colleagues in real environments. This gave the movement authenticity and pride, creating pull, not push.

2. Keep it simple through values led communication

To close the understanding–action gap, we created ‘Show Up, Step Up, Rise Up’ - a behaviour framework turning Values into practical, daily behaviours that colleagues could adopt immediately. It provided shared language and expectations for colleagues and leaders.

3. Keep it immersive using multi channel, practical engagement

Time poor colleagues needed short, impactful interactions. This inspired innovations including:

- 10 minute learning sprints aligned to operational rhythms
- Gamified Mission: Possible campaigns that made compliance motivating.
- Interactive product journey e learning using humour to show the cost and consequence of errors.

Delivery and Implementation

We embedded RFT across every major colleague touchpoint:

- Colleague Champions

Our colleague Champions and forum became the movement’s engine: testing ideas, providing real time feedback, and cascading stories that built pride and shared accountability. Their success informed a new rolling development pathway launching in FY26.

- Immersive Onboarding

A bitesize explainer video puts RFT at the heart of induction for early cultural alignment. Every colleague starts with our shared purpose.

- Major Events & Peak Trading

RFT headlined Currys’ flagship 2024 & 2025 Peak Events. Champion-hosted stands, including a popular “Play Your Cards Right” game demonstrating profit loss from product damage, made operational excellence tangible. Engagement grew five fold year on year.

- Leaders

Two groundbreaking Leaders’ Workshops united 120 senior leaders from retail, logistics, home delivery, customer management and repairs for the first time. Leaders aligned on

expectations, behaviours, and personal commitments. A mid year online Bootcamp cemented alignment.

Outcomes:

- 4.85/5 average rating
- Clear personal action plans for every leader
- 100% reported improved cross department understanding and collaboration.

“After 35 years here, it genuinely stands out as one of the best events I’ve experienced.”
Retail Store Regional Manager

- Partner Integration

Workshops for GXO, Maersk and Concentrix brought strategic partners into the movement. Concentrix has since rolled RFT out across teams in India and South Africa.

- Always on Listening & Measurement

Regular Champion feedback, colleague forums and pulse surveys ensure continuous improvement and culture shift based on colleague voice.

Measurement, Evaluation, and Impact

RFT has shifted from a compliance programme to the cultural operational heartbeat of Currys – woven through end to end colleague and customer experience. The impact is substantial and sustained.

Commercial:

- £18.7m pure profit saved across two years
- £9m reduction in product damage
- £1.3m saved in Million Pound Mission: Possible campaign
- The Pitch ideas platform: 52 ideas, £300k in benefits, 1,300 hours saved.

Customer:

- NPS +8, reflecting more consistent, reliable execution.

Colleague:

- eSat 85 (top 5% globally)

- Clear cultural shift: colleagues feel empowered, connected, and proud of the difference they make.
- Leaders report stronger psychological safety, collaboration, and shared accountability.

Organisational:

- RFT now embedded into onboarding, learning, awards, leadership routines and partner operations.
- Savings reinvested in tools that simplify work: electronic shelf-edge labels, colleague headsets, Instant Assistant, The Pitch ideas platform.
- RFT is now an everyday reality - a shared mindset that enhances experience and performance.

Right First Time demonstrates internal communications at its most powerful: a human-centred, colleague led, values driven movement that's transformed culture, simplified work, unlocked pride and delivered stunning commercial results. It hasn't just improved Currys, it's redefining it.