

## Corporate, Social, Responsibility (CRS)



OPTIMA BIS

OUTPUT  
PROGRESS  
TALENT  
INTEGRATION  
MENTORING  
ACTION

UNLOCKING  
YOUR BUSINESS  
POTENTIAL

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### Case Study: Implementing a Visible CSR Program



#### Situation

A medium-sized, family-owned business was deeply committed to supporting its community and the environment. However, this passion wasn't visible to clients or the broader market, meaning potential customers seeking socially responsible providers had no awareness of the company's efforts.

#### Action

The business documented all existing CSR activities, uncovering an extensive list of initiatives—many of which even staff were unaware of.

- A structured CSR strategy was developed, including both ongoing and future initiatives.
- A communication plan was implemented, featuring updates on the website, social media posts, and blog content to showcase the company's commitment.
- By actively promoting their CSR efforts, the business positioned itself as a values-driven company, reinforcing its appeal to socially conscious customers.

#### Outcomes

- ✓ Stronger team engagement – Staff were surprised by the extent of the company's CSR efforts, leading to increased pride, involvement, and internal advocacy.
- ✓ New initiatives – Employees proposed additional CSR projects, further boosting engagement and retention.
- ✓ Enhanced client relationships – Clients were impressed by the company's commitment, strengthening loyalty and increasing referrals.
- ✓ Competitive advantage – By communicating its values, the business attracted new opportunities that might have otherwise been lost to competitors.

This case study demonstrates how strategic CSR communication not only reinforces company culture but also enhances client retention, engagement, and brand positioning.