

Intranet development

Case study of Totem's work for Thales

Client Thales Contact Solutions (formally Racal Recorders) is a global market-leading developer of customer facing technology for contact centre, financial and public safety organisations.

A member of the IT and Services Group within the €8.6 billion Thales organisation. Totem were appointed as their sole communications and media agency in 2000.

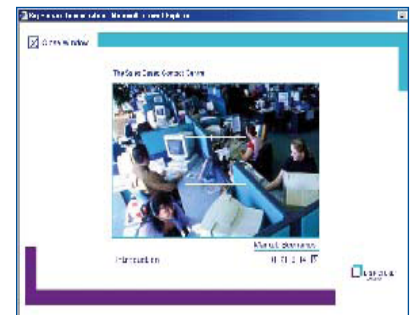
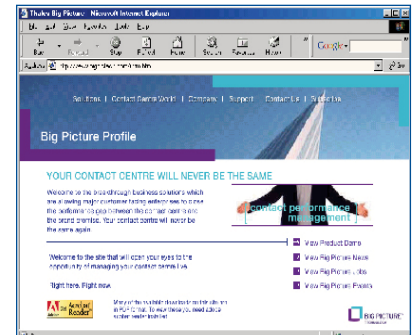
Project aim Thales Contact Solutions had recently launched a suite of ground-breaking software products aimed at the world of the contact centre, called Big Picture Technology (BPT). Totem won the contract to promote and publicise the software using on and off-line channels:

The brief was to:

- Generate awareness of the BPT brand
- Position Thales well in relation to it's competitors
- Generate a long-term relationship with contact centre managers
- Encourage repeat return visits to the site
- Demonstrate the Big Picture Technology product

Project solution Our solution was to develop a comprehensive multi-channel communications program. This worked on a number of levels, from marketing and promotion to generating awareness and interest, right through to incentivising and customer relationship management.

The delivery was primarily web-orientated as this was deemed to be the most cost effective route. We elected to use vector graphic animation with carefully written copy that was skillfully narrated, as the method for conveying the enormous amount of complex product information.



Features

- Integrated campaign
- Content management
- Full eCRM capability
- Tracking and monitoring features
- Five language variants
- News, research, job vacancies, e-mail subscription service
- Linked to internal ERP applications
- Animation optimised for average 28k dial-up