



eMailSignature™: Saving Savills time and money

Savills, a leading property solutions company in Australia, were looking for a cost-effective, centrally-managed solution for their email signatures. As well as reducing demand on IT resources, eMailSignature was able to offer Savills' customers a consistent brand experience, and enable the company to promote and update key marketing offers with ease.

The challenge

While Savills understood the value of email signatures, they needed to streamline the process of creating and updating them. Instead of instructing their staff via a guide on their corporate intranet, Savills required an easy-to-use, automated, email signature management system that was simple to install.

Luke Jarden, Savills Australia - Systems Administrator explains:

"Updating email signatures was time consuming for our users and the IT department. Changing or updating email signatures had become a very cumbersome task."

The solution

Starting with the Signature, Campaign and Disclaimer modules of eMailSignature, Savills were able to transform their electronic communications quickly and easily.

"There were no issues with installation at all. The fact that there was no requirement for complex mail server integrations, meant we were able to migrate the eMailSignature database from a Microsoft SQL 2000 to a Microsoft SQL 2005 server in a matter of minutes; without any hiccups."

Savills immediately noticed the benefits of the Automated Read Only Signatures function, which enables users to make permanent changes to their email signatures. The additional ability to feature campaign messages on all out-going emails was also of great value. The Savills' Campaign Manager is now able to create graphics, assign them to campaigns, distribute to the relevant emails signatures and update them – All through one easy to manage centralised, desktop system.

Outcome

After reviewing administrative gains, Savills calculated a return on investment in only six months. However the company feels the benefits of improved corporate branding and marketing messaging are harder to quantify.

Quote: "The major benefit of using eMailSignature is achieving a strong brand consistency and subsequently maintaining a professional image."

Savills currently have around 16 active marketing

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campaigns in their signatures, targeting different customer bases and this figure is set to grow! With the opening of the Branded Mails Sydney office, Savills were able to deal directly with a local contact for all aspects of support. This reduced turn-around times, and made the entire eMailSignature implementation and roll out easier.

About Branded Mails

Body: Branded Mails is the developer of eMailSignature – the state-of-the-art Outlook email signature management software with a focus on risk-free automatic deployment, powerful diagnostics and usability. Our solutions have helped hundreds of organisations around the world. We have offices in Denmark, Germany, London, the USA and Australia.

Our software solutions allow organisations to easily maintain brand consistency across all electronic communications.

The eMailSignature solutions let you:

- Generate, manage and track email campaigns.
- Deploy Outlook email signatures to all users from a central management console.
- Automatically pull specific user contact details from multiple data sources.
- Create individual email signatures for all your staff.

eMailSignature is intelligent, intuitive and has a Microsoft Office look and feel, that gives your marketing team complete control without the need for IT support.

To find out more about eMailSignature – contact us today.

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