

A typical client experience.



With hundreds of clients across the world and more than 6,000 users, we have plenty of stories to share. We chose this one because it most represents a typical client experience. We hope it inspires you to get in touch.

We're so confident in Papirfly's ability to **transform** the way you control and activate

your Employer Brand, we **guarantee** incredible cost and time savings and **brand consistency**, always.

Papirfly is changing the face of Employer Brand management.

Find out more, book an 18 minute demo today by **clicking here**.

papirfly.

Marketing made by you.

Background

This global FMCG client has over 170,000 employees across multiple sectors in various locations worldwide.

They launched their first Employer Brand in 2011, having invested heavily in research and creative development. It was activated by various local agencies throughout the world.

Almost immediately, it became difficult to govern and control, as the interpretation of the guidelines differed.

The results were disappointing. The impact of the Employer Brand was significantly weakened by the number of mistakes and inconsistencies. Communication and collaboration was poor as individual countries mostly worked in silos.

There had to be a better way...

Introducing Papirfly.

When they launched the second version of their Employer Brand in 2013, they made it a primary objective to ensure it was activated with much greater control. They heard about Papirfly and invited us to present our solution.

Initially, we provided an online demo to various stakeholders, asking them to dial in, share our screen and commit a minimum of 18 minutes, during which we demonstrated how Papirfly guarantees brand consistency AND saves enormous amounts of time and money.

As is often the case, they immediately understood Papirfly's potential to radically transform and improve the way they control and activate their Employer Brand.

More about the demo...

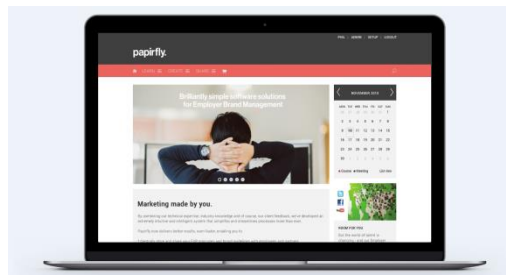
Papirfly is modular so you only invest in what you need. During the demo, we did what we always do and that is focus on the modules that seem most relevant to the individual business needs.

We explained:

- How these modules bring control in-house, empowering teams to produce their own expert print and digital communications, without agency support.
- How Papirfly's flexible templates 'lock down' the necessary elements to ensure brand compliance, no more mistakes or inconsistencies.

- That every poster, advert, button, social media banner, leaflet, HTML email, everything is produced in-house. No compromise on quality, just fast, brand compliant communications.

- How the Brand Portal makes it incredibly easy to communicate guidelines and store assets and campaigns for re-use, saving on duplicated effort and wasted time.



- With Papirfly, most clients report budget savings in the region of 80% as well as savings 100s of days every year.

It was instantly clear Papirfly would empower teams worldwide, giving them the tools they need to effectively control and activate the new Employer Brand, whilst saving huge amounts of time and money for reinvestment in strategic initiatives.

The next step was to provide additional information and support to promote Papirfly internally.

Developing a business case.

As we do for all prospective clients, we developed a business case which, using our ROI calculator, included the specific time and money they could save using Papirfly. It also outlined Employer Branding 'before Papirfly' and 'after Papirfly', listing the numerous benefits.

We provided additional demos to key stakeholders and potential users across the globe, so they too were part of the decision making process.

Feedback was unanimously positive.

We were then introduced to Procurement and IT, to ensure we satisfied all commercial and technical requirements.

Some 2 months after the initial demo we were ready to start implementation.

Implementation.

We have a standard implementation process, to ensure every experience is as efficient and painless as possible. We work closely with the creative agency to understand the Employer Brand and any nuances we need to cater for.

In this example, our client purchased the Employer Brand Portal and the Print, Social Media, Banner and HTML modules, ensuring they have every tool they need to effectively control and activate their Employer Brand.

We drew a specification for each module to ensure Papirfly precisely delivered what the client needed, in the simplest possible way. We gathered the necessary assets (logos, images etc) and delivered a scope of work for comment and approval by key stakeholders worldwide.

After a few tweaks in line with the original specification, we were ready to start development.

Development.

During development, we communicate at key milestones, keeping everyone on track with progress.

Once complete, we test Papirfly on multiple platforms. Only when we are satisfied with its responsiveness and accuracy, do we hand it over for review.

With all feedback received and approval given, we launched just 8 weeks after sign off. This is a typical timeline, demo to launch usually takes about 4 months.

Training and Support.

Papirfly is so intuitive and easy to use, it takes just one hour of training before users are ready to create professional print and digital marketing. Working with our client, we scheduled training sessions online with users across the world, providing additional training videos for access via the Brand Portal.

To make sure there are no on-going issues, we continue to work closely with super-users to ensure they have all the support they need.

Results.

This example FMCG client, as with most clients, say Papirfly has dramatically improved their Employer Brand management. ALL of their communications are now brand compliant. There are no mistakes. The brand is not open to interpretation and it is not diluted through mis-use.

Better still they're saving huge amounts of money. They used to spend an average of £200 production on every item their agency produced. With Papirfly, they pay an annual licence fee and produce as many items as necessary, without specialist support.

In the first 2 months since launch in August 2015, the client saved £108,462 and 44 days.

Their teams are empowered, there is a renewed positivity and energy. The time and money they save is being invested in tactical initiatives to gain a competitive advantage.

Papirfly has created a buzz, there's more communication and collaboration as teams can see what their colleagues are doing worldwide. Ideas are easily shared, there is greater support.

Perhaps most importantly, the Employer Brand is now protected and consistently activated, ensuring all messages are deployed to maximum effect.

This supports talent acquisition and retention, therefore directly impacting on performance, productivity and profitability.

Is it your turn?

Papirfly really is changing the face of Employer Brand management.

It delivers incredible results, every single time.

Come on the journey with us. Imagine where your Employer Brand could go.

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