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RapportCMS™ rapid deployment pays dividends for a global leader in shareholder communications.

With the unforeseen nature of corporate M&A activity, its short duration and high profile, a global leader in shareholder communication approached RapportCMS™ to determine whether a pay per use model was an effective solution.

Our client also had very specific output or reporting requirements to give visibility over voting intentions of the shareholder base.

As M&A activity can come from “out of the blue” the client needed us to be as prepared as possible for such an event. Our first step was to have developed a prewritten suite of scripts that were available for fast implementation. We also needed to ensure that we had sufficient available capacity, a major selling point for the RapportCMS™ technology given its position within the telco provider at a network level.

Thirdly we needed to agree up front the nature of tailored reports and output files that could be accessed during the campaign at real time. This on line view of voting intentions by shareholders needed to be sorted in a variety of ways and be visible to all appropriate shareholders.

Finally our predictive dialler gave great power to this organisation in terms of overall productivity.

Summary

Given the nature of M&A activity RapportCMS™ flexibility, cost effectiveness and ease of deployment proved to be the perfect “out of the box” solution.