

BRANDQUANTUM CASE STUDY



MANPOWERGROUP SA





BRANDQUANTUM® | ONE PLATFORM | COMPLETE BRAND CONSISTENCY

MANPOWERGROUP SOUTH AFRICA

DELIVERS
BRAND CONSISTENCY
WITH BRANDQUANTUM



INDUSTRY

Global workforce
solutions

SOLUTIONS

BrandMail®

RESULTS

- > GDPR and POPI compliant email communications
- > Professional email signatures that adhere to international standards
- > Eye catching banners that link to valuable information
- > User permission to access specific information
- > Compliant communications across all email correspondence
- > Improved productivity and employee efficiency
- > Productivity reports

EXECUTIVE SUMMARY

ManpowerGroup South Africa wanted a professionally designed and consistent email signature that would be used across the local organisation and adhered to its global standard. The company learned about **BrandQuantum** and was impressed to find out about its **BrandMail** solution that would deliver a consistent email signature and provide additional functionality to help it deliver compliant communications to clients, associates and candidates.

The company loved the email signature design and the consistency **BrandMail** delivered. The solution was particularly useful during the Covid-19 lockdown as it allowed employees to access relevant and approved content and documents via Outlook, improving employee efficiencies and productivity while working from home.

CHALLENGES

ManpowerGroup is a leading family of brands that help more than 400,000 clients in 80 countries and territories to address their critical talent needs, providing comprehensive solutions to resource, manage and develop talent. As one of Fortune's Most Admired Companies, ManpowerGroup is a trusted and admired brand in the industry.

This reputation transcends to the local ManpowerGroup operation which has nearly 1000 employees delivering an experience aligned to the global brand and adhering to the company's strict brand standards. However, while the company relies heavily on email to engage associates, customers and candidates, the email signatures used across the company were inconsistent and did not accurately reflect the brand reputation or image of the global company.

ManpowerGroup SA set out to find a company that could develop a professional email signature that not only looked great but also reinforced the company's position as a trusted and admired brand in the industry. It was also critical that the new design adhered to the strict global standards of the company.



SOLUTIONS

After receiving emails from a customer that carried a beautifully designed, professional and consistent email signature, ManpowerGroup SA approached BrandQuantum to redesign its email signature.

During the initial meeting with BrandQuantum, ManpowerGroup SA learned more about the company's creative design offering and BrandMail, its software solution that could help it to deliver a consistent email experience across the organisation. ManpowerGroup SA was impressed with the overall functionality of the solution which would help it to deliver more than an email signature but would help it share templates and content across the organisation.

ManpowerGroup SA briefed BrandQuantum to design a professional and attractive email signature that aligned to the international brand standards. It also implemented BrandMail to roll out the email signatures to every employee across the organisation ensuring that every email would carry the new email signature.





> EMAIL SIGNATURE BEFORE IMPLEMENTING BRANDMAIL®



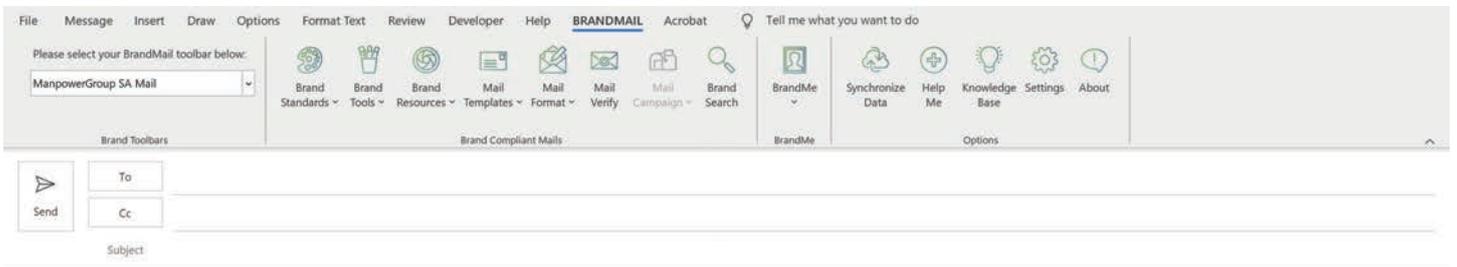
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> EMAIL SIGNATURE, BANNER AND SURVEY AFTER IMPLEMENTING BRANDMAIL®




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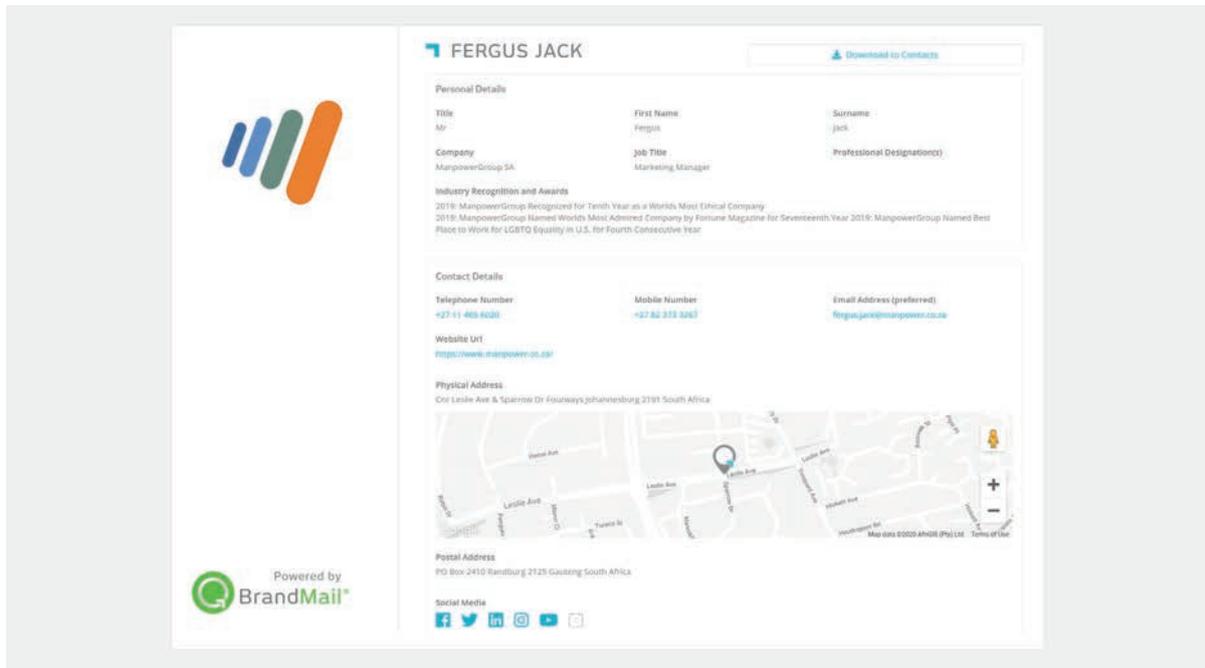
THE STRATEGY TO SOLVE.
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Would you recommend us?

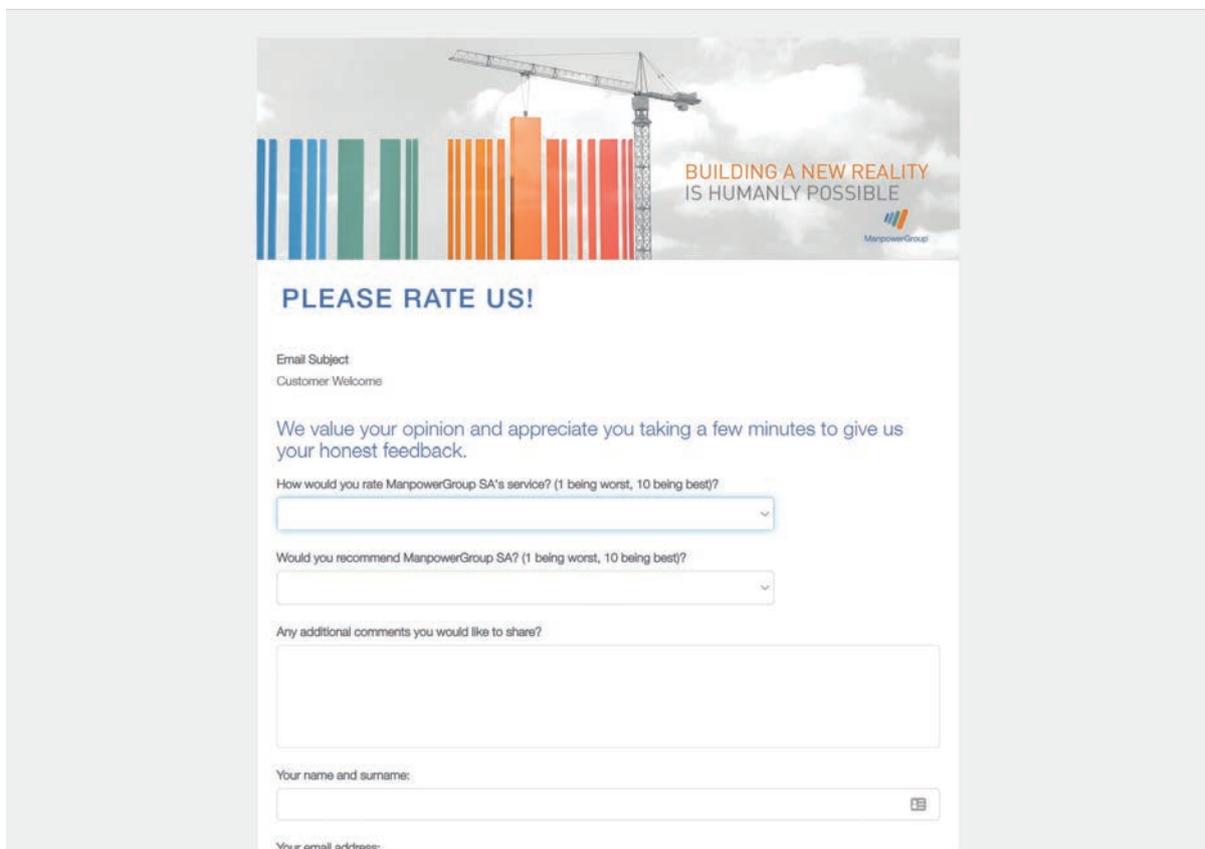
> Recipients of emails may click separately on email signatures, banners and surveys.

> BRANDME PAGE WITH DIGITAL BUSINESS CARD DOWNLOAD



> Recipients of emails click on signatures to view BrandMe pages and download digital business cards to their devices.

> BRANDMAIL® SURVEY AND RESPONSES HOSTED IN BQIGNITE PLATFORM



> Surveys are designed in the BQignite platform and survey responses are sent to designated mailboxes in real time.

> BRANDMAIL® TOOLBAR IN MICROSOFT OUTLOOK



> Body text formatting centrally controlled by admins

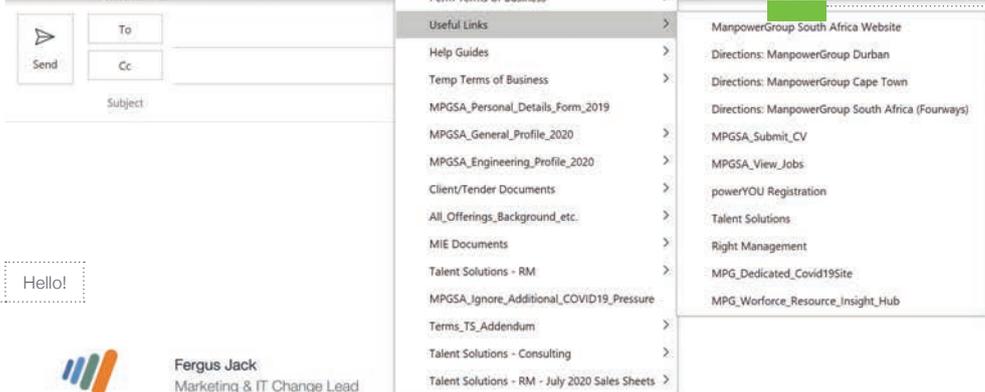
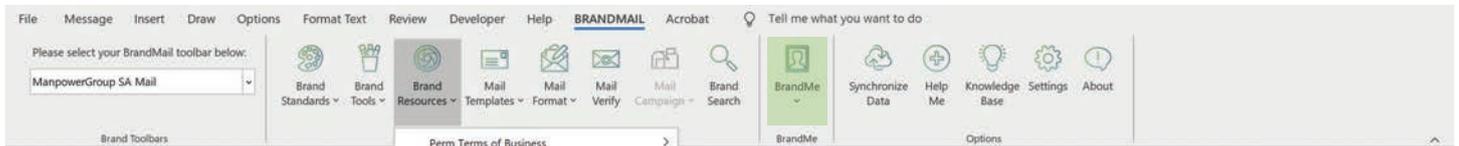
> Mail Templates provide content snippets, mailer templates, etc.

> Brand Standards give users access to the brand colour palette

> Brand Resources provide access to brochures, collateral, hyperlinks, etc.

> Mail Verify provides added security

> Brand Search allows users to quickly find content on toolbars



BRANDME

- > User information may be updated by users right from Outlook, but sensitive fields can be locked down e.g. job title
- > Every user signature carries a BrandMe page with additional information about the user e.g. photo, qualifications, etc. A digital business card and verification mechanism which recipients email can download

- > Admins can design and manage signatures, email banner campaigns (with destination URL's) and surveys with start and end dates
- > Banners and signatures can be rotational and may appear above or below the signature

- > Consistently branded emails in Outlook at the point of email creation, with no rerouting of emails
- > Signatures are tamper-proof, use the brand's primary font (unlike HTML signatures) and appear exactly the same on any device)
- > Dashboards and reporting provide ManpowerGroup SA with real-time information regarding signature views, toolbar usage, banner clicks, BrandMe page views and downloads and more

RESULTS

BrandQuantum designed a great looking, professional email signature that adheres to ManpowerGroup's global brand standards. The company then installed BrandMail onto every employee's computer which enabled it to roll out the newly designed email signatures via a central point. In addition to the email signatures which look fantastic, the company also runs internal and external campaigns using the BrandMail banner solution.

The eye-catching banners link to dedicated websites that carry more information for employees. This was particularly useful during the Covid-19 lockdown as the company was able to keep employees up to date on various matters and provided relevant and useful information that was well received and garnered positive feedback from employees.

In addition to keeping employees up-to-date and informed, BrandMail was a valuable tool in improving employee efficiencies as employees had easy access to the resources they needed to perform their jobs while working remotely during the national lockdown. As predeveloped content, templates and documents were preloaded to BrandMail, employees could access the content needed to perform their jobs via the Outlook ribbon even when connectivity was an issue and accessing the VPN or share folders was a challenge. This quick and easy access to information enabled employees to respond to tenders, reply to candidates immediately and send frequently used documents to relevant recipients.

BrandMail's permission-based functionality gives departments and specific employees access to information according to their roles which means that they only have permission to access the information they need to perform their job function, for example only the finance department can access finance-related content while recruitment consultants can access recruitment information.

'With BrandMail, ManpowerGroup SA's employees can access standardised communications that is easily accessible from within Outlook and employees know that they have access to communications that are compliant and on-brand,' says Fergus Jack, Marketing Manager at ManpowerGroup South Africa.

Beyond the compliant and consistent communication and brand standards, BrandMail provides a secure solution that meets the data protection standards and requirements that ManpowerGroup SA adhere to such as GDPR and POPI. This is particularly valuable when dealing with personal information from potential job seekers and candidates and for engaging with its international counterparts that are situated across Europe.

'BrandMail is more than an email signature solution. It improves employee efficiencies, delivers a consistent email signature and allows us to quickly and easily update email banners according to key campaigns,' says Jack. 'The BrandQuantum team is made up of great people that are on the ball and respond to every query immediately and effectively.'





TESTIMONIALS

'BrandQuantum provides an innovative solution that impressed us from the start. The products are fantastic and they have a great team of people who are on the ball and believe the customer is everything all the time.'

BrandMail offers more than a consistent email signature, the solution provides cool functionality that helps ManpowerGroup SA to deliver consistency across a broader range of company documents and content while meeting local and international security standards.'

FERGUS JACK | Marketing Manager
ManpowerGroup South Africa

'BrandQuantum shorten the journey without the need to change gears.'

FERGUS JACK | Marketing Manager
ManpowerGroup South Africa





BRANDMAIL® | EMAIL SIGNATURES AND CONTENT ALIGNED

ABOUT BRANDMAIL® >

BrandMail, developed by BrandQuantum, is a software solution that seamlessly integrates with Microsoft Outlook to empower every employee in the organisation to automatically create consistently branded emails via a single toolbar that provides access to brand standards and the latest pre-approved content.

BRANDMAIL® DELIVERS >

- > Consistently branded emails in Outlook at the point of email creation with no rerouting of emails
- > Peace of mind as BrandMail has been independently tested and aligns to European data security standards
- > Tamper proof email signatures which are centrally managed
- > Access to the latest brand resources and documentation based on user permissions and roles
- > Standardised email content that aligns to your brand voice and creates efficiency
- > Seamlessly integrates with Microsoft Outlook
- > Cloud based platform allows brand compliance and brand integrity from anywhere at anytime
- > Adheres to compliance requirements including the Protection of Personal Information (PoPI) Act
- > Email banners, BrandMe pages, surveys, Rate My Service, and more



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ABOUT BRANDQUANTUM

BrandQuantum’s innovative and secure brand consistency and brand integrity solutions help organisations to overcome their critical brand implementation challenges, assisting them in achieving brand consistency across multiple platforms and enabling them to control their brand assets reliably, methodically and accurately across all documents, presentations, emails and broadcast messages. BrandQuantum’s integrated range of easy-to-use solutions ensure brand consistency at every customer touchpoint.



BRANDQUANTUM

ONE PLATFORM | **COMPLETE CONSISTENCY**

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MANPOWERGROUP SA CASE STUDY PRODUCTS AND SERVICES

PRODUCTS *



BrandOffice®



BrandMail®



BrandStream®



BrandView®



BrandForms®



BrandPost®



BrandArt®



BrandInsight®



SERVICES *



STRATEGIC
BRANDING AND
CONSULTING



CREATIVE
DESIGN



BRAND AUDIT
AND INSIGHTS



ON-BRAND
APPLICATIONS
AND TEMPLATES



MARKETING
MATERIALS AND
COLLATERAL



BRAND VOICE
CRAFTING



* Denotes products and services included in this case study, at the time of production.

