

Keeping customers informed

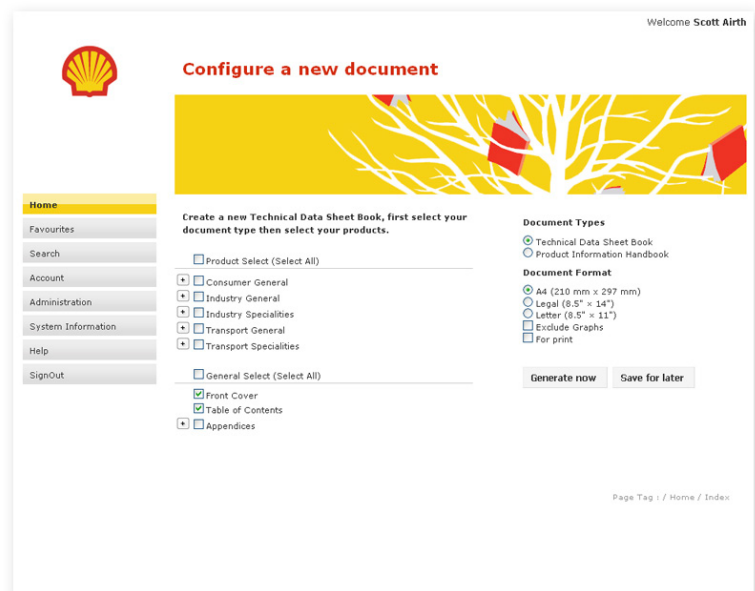
How do you communicate the specifications of more than 4,500 products to a customer base that covers almost every country in the world? That was the challenge facing a major oil company specialising in lubricants for use in everything from lawnmowers to passenger jets.

In theory, it's possible to publish and distribute a large, all-inclusive product catalogue. But that's expensive and it goes out of date the instant a new product is introduced or a current one is modified or withdrawn.

Determined to make life easier and less expensive for its client, Freedman International – a thriving marketing and technology business consultancy with a pedigree of working with famous international brands – challenged Signals to come up with a digital solution.

The answer was both elegant in design and simple in implementation. Signals leveraged one of its document Technology Platforms to import product information from a variety of sources and formats to a secure web-based repository.

The system allows people with the appropriate authorisation to quickly locate up to date specifications for any and all of the lubricants they might need and to compile that information into a personalised, 100% relevant, quick reference manual.



Benefits at a glance

- An easier way to communicate product information to a global customer base
- Instantly updatable for total accuracy
- Make new product introductions quicker and easier
- Dramatic savings on the cost of print and distribution
- Reduced translation costs

Interested?

If you think that a similar solution could make it easier for your customers to do business with you, call us now on **01491 571 812** or click [here](#) to send an email to our Client Services Director, **Alastair Paines**.