

Interactive project management with Freestorm™ solutions from SMART

SIGN FOR COM GmbH & Co. KG, Bonn/Germany



Freestorm™ solutions from SMART support the daily business at SIGN FOR COM.

SIGN FOR COM, a medium-sized enterprise, offers national and international dialogue marketing services in 19 languages. Professional advice, accurate planning, trustworthiness and high standards for quality underlie each of the company's successful partnerships. Intuitive collaboration solutions from SMART have supported the company's approximately 80 staff in their daily tasks over the past four years.

With more than 10 years of experience in marketing and outbound telemarketing, SIGN FOR COM has earned a solid reputation and won many prestigious business clients. Easing strain on sales staff, expanding customer data, reinforcing customer loyalty and increasing sales are essential goals that the company strives to achieve for its clients. Concepts for telemarketing campaigns are developed jointly according to individual client requirements, and Freestorm visual collaboration solutions from SMART have helped smooth processes in this realm.

Time savings

"We first experienced SMART's solutions as we planned and executed our first telemarketing project together. The telephone campaign for such interesting technology solutions delighted our employees," says Petra Giebel, the founder and CEO of SIGN FOR COM. "Accordingly, the entire team's enthusiasm was very high when the first SMART Board was installed in our office."

Frank Winterscheidt, Project Manager at SIGN FOR COM, sees a great time-savings advantage by using SMART's solutions. "Before we had SMART Boards, we had to photograph handwritten notes on the flipchart or whiteboard and reproduce them. It was time consuming," he says. "Now, we can save every

Challenge

Find a tool that eases collaborative decision-making in both internal and client meetings.

Solution

SIGN FOR COM has used Freestorm visual collaboration solutions from SMART for over four years. After purchasing a mobile system, they ordered another wall-mounted SMART Board interactive whiteboard system with SMART Meeting Pro™ software.

Result

SMART solutions are very intuitive to use, eliminating the time-consuming digitization of handwritten notes and increasing attention and focus during meetings.

single processing step and distribute the collected information directly to all employees and clients via e-mail. We can access, add or change the information at any time."

Interactive customer project management

Winterscheidt continues, "In our industry sector it's very important that cooperation between us and the client is very well harmonized. We use the interactive SMART Boards to avoid misunderstandings during a project. Processes, graphics and results can be very visually represented. This has a positive effect on the customer, because only a few steps are sufficient to perfect a project plan." He also recognizes and increased ease-of-use in the interactive technology. "Our clients work mainly in the industrial sector and have an immediate interest in modern technology. So it often happens that not only our employees, but also the customer, walks up to the interactive system and joins in working out the project plan. This allows us to address their needs specifically."

A motivated team

Not only in client meetings, but also in internal ones, Freestorm™ solutions have many positive effects. Attention is increased through interactive and visual elements, content can easily be edited, images, sound and video examples enrich the presentation and, finally, all information can be collected and sent to the participants. A typical scenario involves a SIGN FOR COM representative circling important details or ads or simply using digital ink to write notes by hand directly into a file. And with a single click, any additional information needed is easily obtained from the Internet or from files on the central server.

The future

"The enthusiasm for SMART solutions has not abated," reports Giebel. "We can't imagine working in our daily business without them. In the future, we will focus on more intuitive systems that save us a lot of time. The advantage is their positive effect, particularly in terms of client contact, on meeting schedules and running decision-making processes faster. Conferencing software from SMART could also improve the efficiency of these processes. Not all meetings need to take place locally, but could run regardless of location using meeting software that allows several participants to work on the same document simultaneously and write over other applications."



Not only the employees, but also the customer, walks up to the interactive system and joins in working out the project plan.

"SMART solutions are so intuitive that our clients enjoy working with them and join us in developing a project plan by adding notes directly."

Petra Giebel,

Founder and CEO, SIGN FOR COM

About SMART

SMART Technologies is a leading provider of collaboration solutions that transform the way the world works and learns. We believe that collaboration and interaction should be easy. As the global leader in interactive whiteboards, we bring more than two decades of collaboration research and development to a broad range of easy-to-use, integrated solutions that free people from their desks and computer screens, so collaborating and learning with digital resources are more natural.

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