

# Client Case Study



NEDBANK PRIVATE WEALTH



BRANDQUANTUM

IGNITE CONSISTENCY

# NEDBANK PRIVATE WEALTH

## REBRANDS AND DELIVERS BRAND CONSISTENCY WITH BRANDQUANTUM



### INDUSTRY

Financial Services

### SOLUTIONS

- > BrandOffice
- > BrandMail

### RESULTS

- > Quick and easy access to all company templates via Microsoft Word, PowerPoint and Excel.
- > Automatically applies banners and email signatures to ensure consistent branding across all email correspondence to customers.
- > Reduced size of emails and one exit point reduces delay in emails reaching recipients.

## EXECUTIVE SUMMARY

The banking industry in South Africa is highly competitive, as such brand consistency is a key to building brand trust with every customer in every interaction in an effort to establish a solid reputation.

Following from the rebrand of BOE Private Bank to Nedbank Private Wealth the bank needed a solution to help it easily update the corporate identity across all materials and share it across the organisation.

To achieve this Nedbank Private Wealth partnered with BrandQuantum and implemented its BrandOffice solution. This helped the marketing department to create new documents aligned to the brand, to update content with correct company information and share the documents to all employees seamlessly.

## CHALLENGE

In 2012 BOE Private relaunched into Nedbank Private Wealth. With the new corporate identity Nedbank Private Wealth had a large distribution base of documents, presentations and marketing collateral that needed to be updated to align to the new brand. This was an enormous task for the marketing department who sought out a technology solution to simplify the process and ensure that the entire organisation could easily access the latest documentation.

More than this the bank was using a file sharing system that required all staff to access documentation online. To alleviate the frustration of searching for documents when offline, many of the employees saved documents directly to their computers for easy access at any time. This often resulted in employees using outdated documents which contained incorrect director details and had legal implications for the bank.

## SOLUTION

Nedbank Private Wealth turned to BrandQuantum for assistance in addressing these issues. With BrandQuantum's BrandOffice® offering, the Nedbank marketing department was able to easily update every document, spreadsheet and presentation to align to the new corporate identity. The solution also allowed for all the documents to be saved to a central repository where employees could easily access the latest version of the document via add-on ribbons in Microsoft Word, Excel and PowerPoint. As the solution syncs automatically, employees do not need to search to find the latest versions of letterheads or other documents and the more than 450 documents that are used regularly by employees are available offline which means they no longer save documents to their PCs and use outdated content.

Based on the success of using BrandOffice®, Nedbank Private Wealth rolled out BrandMail® across the organisation. With BrandMail®, the documents that are created in BrandOffice® are easily available via the ribbon in Outlook to attach documents to emails. This prevents employees from saving documents directly to their PCs and resists future temptation to use those documents instead of the latest versions saved in BrandOffice®.

In addition to easy access to documents via email, BrandMail® has helped Nedbank Private Wealth to standardise all email signatures across the organisation. These emails are tamperproof and automatically embedded into the email so that every email leaves the organisation with a consistently designed email signature. In addition email banners can be included in emails and are easy to tailor in-house to maximise the ability to send targeted messages to the right audience in every communication.

## RESULTS

By using BrandQuantum's BrandOffice® and BrandMail® solutions Nedbank Private Wealth was able to quickly and easily roll out its new corporate identity across the entire organisation. Over 4000 employees across Nedbank have easy access to more than 1 000 documents via Microsoft Word, PowerPoint and Excel which contain the correct information at all times.

By using BrandMail®, which automatically applies banners and email signatures on the client device, the number of hops emails needed to make to be branded has been reduced. The emails also only have one exit point and the size of many emails is reduced as background images and content is removed from emails, this reduces delays in emails reaching the recipients by up to five minutes in some cases. This is particularly beneficial when dealing with investments and trading information.

Employees are enjoying the time saving benefit of using BrandMail® and BrandOffice®, as previously finding the right document on the server could have taken several minutes and impacted on their productivity. As the software is embedded into the Microsoft packages the employees are accustomed to using daily, they have found the solution easy to use and did not need to put in additional effort to learn how to use the software. Most importantly we have peace of mind that every document and email that leaves the bank is branded correctly, ensuring consistent branding in every customer interaction.



## CLIENT TESTIMONIAL

“ BrandQuantum has converged branding and technology into a single offering. The company thinks like a branding company, but with a deep understanding of technology and they were able to address several of the security and technology issues we were facing in the technology department while meeting the marketing department’s need to deliver consistent brand experiences across all communications. ”

**STEVEN GOODRICH**  
Head of Technology at Nedbank Wealth



## ABOUT BRANDQUANTUM

BrandQuantum’s innovative and secure brand consistency and integrity solutions help organisations to overcome their critical brand implementation challenges and assist them in achieving brand consistency across multiple platforms. BrandQuantum’s solutions include BrandOffice®, BrandMail® and BrandForms® which ensure brand consistency at every customer touchpoint.

> Contact us for more information visit [www.brandquantum.com](http://www.brandquantum.com) or email us on [ignite@brandquantum.com](mailto:ignite@brandquantum.com)

### ABOUT BRANDOFFICE® AUTOMATED BRANDING FOR DOCUMENTS >



BrandOffice®, developed by BrandQuantum, is a software solution that seamlessly integrates with Microsoft Office to empower every employee in the organisation to automatically create consistently branded documents, PowerPoint presentations and Excel reports and ensures the brand remains relevant as it evolves.

### ABOUT BRANDMAIL® EMAIL SIGNATURES AND CONTENT ALIGNED >



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.

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