



RECORD RANKING IN CUSTOMER SATISFACTION

OBJECTIVE

The next time you mind the gap on a London tube, notice the name engraved on the running board. Trains, nuclear power plants, hydroelectric dams, bridges; in the world of engineering and heavy industry, there's nobody bigger than blue chip French multi-national, Alstom.

Size and success bring their own problems, especially when uncoordinated online developments create a sprawling network of websites. Communicating with all your different departments and customers is hard enough, and that's before we begin to consider shareholders, government agencies, the media and, of course, a huge network of agencies and suppliers. Getting control of all these messages in a clear, brand consistent, and above all, cost-efficient way is the key priority for Alstom online.





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Alstom website
www.alstom.com

SOLUTION

Working with Alstom as a digital partner since 2005, Freestyle's digital strategy now touches all parts of their corporation. Our dedicated teams make it their business to get under the skin of this organisation, which is why Alstom trust us to preserve their best interests by guiding all of their agencies and internal teams through a specially designed governance committee.

We've redesigned core websites, redeveloped content managed templates to reduce complexity and streamlined content to deliver the information their users need as quickly as possible. We advise them on driving traffic to their sites, using search marketing, targeted email and online advertising to develop increasingly effective campaigns, while innovating the way Alstom broadcasts content through the use of Web TV. What's more, we've redesigned their intranet to improve internal communications.

We're especially proud of Alstom's implementation of our Freestyle 'Partners' asset management system. With over 3,000 active users inside the conglomerate and her partner agencies, and over 20,000 stored assets, Partners is used in the production of all Alstom marketing materials across their global network.

A secure online tool, Partners is the place Alstom stores, manages and distributes their most valuable marketing assets. Images, video, artwork, Powerpoint and project plans; you name it, Partners holds it. It's not surprising then, that the business relies heavily on our dedicated Partners support team, who look after users, system content, technical support and creative development of this core business tool.

RESULTS

Which results would you like? Unique visitors up by 44%, page views per visit up by 63%, a 400% spike over normal traffic with the launch of our AGV online campaign, a 30% increase in the recruitment segment of the site, and a record #2 ranking in E-barometer's customer satisfaction survey (against 30 other French blue chip organisations).

For the brand, Alstom's use of Freestyle Partners asset management tool allows real control over their core messages and delivers assets to the business, on brand and in best practice. Not to mention saving the duplication in effort of employees worldwide.

Bottom line? The big stuff we do for Alstom produces big results for their business.