



## **AON insurance smartens up its email correspondence**

AON New Zealand had invested heavily in their corporate image: logos, top quality stationery and beautiful product brochures, however the marketing department was still not happy.... 450 different styles of email signatures were in use. That's right there appeared to be a different version of the "official" corporate sign-off loaded on every individual staff member's computer. Emails were being dispatched with outmoded versions of the AON logo and with outdated disclaimer text, not to mention a gamete of less than attractive text fonts and colors!

AON called in Crossware. Crossware supplied a server based solution that smartened up the entire act within hours. What's more the IT people did not need to touch a single client PC because the entire system is centrally administered. The new software is called "Crossware mail signature solution" The marketing department is now very happy... Electronic correspondence is now slick, consistent and professional. The IT team is happy as well, data traffic has been dramatically reduced – Crossware's solution appends the email signature [with graphics] only at the moment that the email leaves the organization. This keeps mail files nice and lean, with internal emails delivered in what Crossware call 'naked' format [no logo or graphics]

The IT department are also enjoying a decrease in the volume of helpdesk requests. Essentially all calls relating to email signature set-up or issues have been 100% eliminated.

AON has also started to use the tool for promotional purposes. AON is a sponsor of the New Zealand rowing team, the system administrator discovered just how easy it was to add this new piece of information to all outwards emails. AON have other tools at their disposal to, such as randomized advertising which draws from a library of products and services that can be promoted at the base of every email.

Ken Fairgray, marketing manager at Crossware explains: "There is nothing new about this advertising concept, it was many years ago that companies discovered the power of placing promotional messages on envelopes or invoices or other items mailed to clients... this is simply a tool for harnessing the promotion potential in thousands of normal emails sent by organizations every day!"

Crossware have now made their solution available for evaluation without charge. The software can be downloaded from: [www.crossware.co.nz/mailsignature](http://www.crossware.co.nz/mailsignature)