



“Loyal clients and employees”

**EASI, a software developer and supplier of IT services, sees PR communication as an efficient way of holding on to its existing clients and internal employees.**

“Quite a lot of companies see PR and other communication merely as an expense”, says Managing Director Christian Castelain. “But for EASI, PR communication is an important component of our marketing and communication. We pay it a lot of attention.”

At EASI, the marketing and communication is surprisingly enough not aimed primarily at gaining new clients or reaching new markets. “Our PR communication is intended more for existing clients”, says Castelain. “If our clients see our name in the press, it confirms to them that we are a successful and reliable company.

This simplifies customer relations and makes our sales people’s jobs easier.”

It’s not only clients who get a positive impression of the company; the same goes for the EASI employees themselves. Castelain: “Our employees already know the company very well of course, but when we appear in the press, they can actually be proud of what they are achieving here. EASI is a medium-sized organisation with a hundred employees, which increases the involvement even further. This involvement and motivation of our employees is very important. We are after all investing in their education and training, which only makes sense if they stay on board long enough. Furthermore, satisfied employees also perform and work together with their colleagues better.”



## **PR communication is not assembly line work**

EASI has three people in house who are responsible for marketing and communication. "We can therefore do all sorts of things ourselves – from operational marketing to lay-

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out and event management", says Marketing Manager Herman Clicq. Even so, EASI decided to outsource the PR communication to Quadrant Communications. "At Quadrant we work together with people whose core activity is communication, and this pays great dividends", says Clicq. "Quadrant is successful in reaching journalists much more easily. They know everything you need to know about preparing interviews or press conferences thoroughly, so that we ourselves and the journalists are properly informed for an interview. The subsequent monitoring of publications is also done by Quadrant, via a subcontractor. We receive a PDF copy of every article that appears. We couldn't monitor all the publications so intensively and efficiently ourselves."

In order to gain maximum attention from the press, you have to contact the right journalists at the right time in the right way. "Lots of communication agencies follow a much more 'mechanical' approach", says Castelain. "They send out press releases to everyone in their database and organise press conferences that they invite all journalists to. This doesn't always seem to produce the best results. Quadrant works in a more focused way, so that we as the client also have a greater chance of a bigger article. This attracts much more attention for the company and you can also get your message across better. Such an article in L'Echo once led directly to a new client contract. This is not our main objective, but it is of course very welcome."

EASI has a separate budget for marketing and communication on top of the one for its own employees. This also covers small-scale advertising campaigns. The attention and budget for marketing and communication are increasing year after year. Ten years after it was founded, the organisation is flourishing, so the budget for the year 2009 has been increased. "This means we can pay the necessary attention to our ten-year existence and our move into our new, innovative offices in Nijvel. These are things that are sure to please both our clients and our employees", concludes Castelain.

## **Why does EASI communicate?**

- to maintain good relations with customers and their own staff
- to confirm that EASI is a successful and reliable company
- to simplify customer relations and the job of the salespeople

