exclaimer

LYPSIS

Lypsis used Exclaimer Signature Management Cloud to harmonize email signatures with its corporate identity and improve the way it communicates

ABOUT LYPSIS

Lypsis is a company located in the Oyonnaxian basin of eastern France. Since 1946, the company has specialized in the wholesale trade of industrial services & supplies.

Today Lypsis has:

- A turnover of 30 million Euros
- 7 million Euros of stock
- A capital of 9 million Euros

ENSURING EMAIL SIGNATURE HARMONIZATION

Lysis' marketing department wanted all email signatures to be consistently branded in accordance with its corporate guidelines. The main reason to do this was to show a consistent identity over all business emails sent by employees of Lypsis, as well as take advantage of email signatures as an additional marketing channel.

"Before using Exclaimer Signature Management Cloud, we had constant issues with employees using job titles that were not always in line with their actual position within the company," Christophe Dauphin, Head of IT at Lypsis. "We also wanted to work more collaboratively with the marketing team in order to better develop our email signature templates.

"When we decided to try Exclaimer Signature Management Cloud, we went in expecting to be able to create email signatures based on user group, and that they could be easily managed by the marketing department. With Marketing in control, they would also be able to use email signatures as another form of communication."

INDUSTRY
Wholesale

LOCATION
France

WEBSITE
lypsis.fr

THE CHALLENGE

- Email signatures needed to be consistently branded
- Employees would add their own job titles
- Email signature templates were not used effectively

THE SOLUTION

- Exclaimer Signature Management Cloud

THE BENEFITS

- Marketing can use email signatures for communications and promotional purposes
- Different email signature templates created per user group
- All users have the correct contact information on every email then send

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A QUICK SUCCESS

The implementation of Exclaimer Signature Management Cloud took only a few days. The marketing department were quickly able to set up the first signature mock-ups, which were then deployed successfully to all users.

"I thought it would also be useful that the human resources aspect of this project was taken into account too," highlighted Mr Dauphin. "This meant ensuring that all employees had the correct contact information and job title. Exclaimer made sure this happened and gave us so much more than we ever anticipated.

"Exclaimer's software is easy-to-use and thoroughly met our expectations. It allows us to communicate various messages through advertising banners, but also improve our company image with full signature conformity."

> The marketing department were quickly able to set up the first signature mock-ups, which proved to be a resounding success.
>
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Christophe Dauphin
Head of IT

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