

WESLEYLIFE

WesleyLife solves the problem of having inconsistencies in employees' email signatures by deploying Exclaimer Signature Manager Exchange Edition and Exclaimer Outlook Photos.

A non-profit 501(c) 3 healthcare organization based in Des Moines, Iowa, WesleyLife provides retirement care and services to older adults throughout the state. Starting as a retirement home for aging Methodist ministers in 1946, the organization now employs over 1,500 members of staff and receives more than 43,000 volunteer hours from the general public a year. WesleyLife prides itself on its original Christian values which are 'focused on care, compassion and the well-being of people.'

One brand, different representations

Providing healthcare to more than 10,000 adults in seven retirement communities and 11 counties across Iowa means that WesleyLife plays an important role for the aging population of the state. As the organization has grown over the years, it has taken considerable discipline to ensure that its corporate identity has remained consistent as new locations have opened and more employees have been recruited.

With the sheer number of emails sent out by the organization every day, an internal audit showed that many employees had been designing their own email signatures, which was damaging brand unity. In addition, as WesleyLife is a healthcare organization, it has to comply with various legislations such as HIPAA (Health Insurance Portability and Accountability Act). This requires legal disclaimers on all emails to protect the privacy of patients/clients and to avoid confidentiality breaches. With employees creating signatures themselves, disclaimers were often not added and key information would be missing. It was clear that a solution was needed to create a consistent and well-branded email signature that would automatically be added for all employees.

Choosing a professional solution

Looking for an email signature solution in a joint project with the IT and marketing departments, Kevin Wilson, Application Support Analyst for WesleyLife, decided on



WesleyLife

At a glance

Country: USA

Industry: Healthcare

Founded: 1953

Website: wesleylife.org

The challenge

- Employees had been designing their own email signatures
- Branding and email disclaimers were not consistently applied
- IT were unable to successfully manage email signatures using Microsoft Exchange

The solution

- Installation of Exclaimer's email signature software
- Deployment of Exclaimer's free Outlook photos tool

The benefits

- No more poorly designed email signature templates
- Signatures are updated from one central location
- Future use of email signatures for marketing

Products and services

- Exclaimer Signature Manager Exchange Edition
- Exclaimer Outlook Photos



Exclaimer Signature Manager Exchange Edition. Anticipating that the software would take considerable time and effort to install, he was pleasantly surprised with the simplicity of the process. "The software had possibly the easiest installation process I have ever come across," declared Mr Wilson. "I had also been researching another solution at the same time, but the fact that Signature Manager Exchange Edition was so intuitive tipped the scales in Exclaimer's favor."



"It will save us (IT) a huge amount of time as we can now manage the signature process while allowing us to have consistency across the organization from a branding perspective."

Kevin Wilson
Application Support Analyst

Exclaimer Signature Manager Exchange Edition adds signatures to all email that's processed by an Exchange server, which means that it is impossible for users to change or remove a signature. This meant that the software would solve all of WesleyLife's issues and all employees were given a standardized corporate email signature within an hour of the installation. Brand and legal compliance was now assured.

"The service we received from Exclaimer was simply excellent," explained Mr Wilson. "I always got a quick response, I was given a thorough demonstration on how to use the software, and I really appreciated the time my Account Manager spent with me so that I could confirm whether this was the right software for WesleyLife."

Once Signature Manager Exchange Edition had been setup, Mr Wilson also downloaded Outlook Photos, Exclaimer's free software solution for adding photos to the Outlook People Pane. This meant that signatures would have professional photos.

No more compromises

With all software installed and running successfully, the IT department were able to ensure its brand was not compromised through poorly designed email signatures. What would have been a very difficult process to manage internally became incredibly simple in its implementation and execution.

There have already been discussions about using email signatures to highlight events being run by WesleyLife and the added integration of Outlook Photos has given the marketing department a number of exciting ideas for the future.

"I am very happy with the Exclaimer products we purchased", said Mr Wilson. "They make great software and treat their customers brilliantly. They are always there to help and I cannot rate them highly enough."

