



Case Study

Communications Factory

Contact: Holger Bazali, +41 (1) 210 05 93

www.c-factory.biz

Communications Factory is a Swiss public relations and communications company based in Zurich. Communications factory provides a variety of communications services to the Zurich industrial and financial community. A major feature of the services is the design and implementation of corporate identity covering the corporate logos, color selections, communications document design, trade show collateral, and employee/stockholder communications documents.

Communications Factory provides as a service the differential analysis of key metrics measured in currency and events as a method with which to measure the effectiveness of the program selected by a client.

Previously, Communications Factory had been constructing spreadsheets specific to each client and to the measurement metrics the client considered important. "It was tedious to build and maintain the spreadsheets required on a monthly basis to track a program's success with a particular client" says Holger Bazali, President of Communications Factory.

"On the advice of a colleague, we utilized the ROI-Team training package to upgrade our skills and proficiency with Microsoft Excel and now we utilize a single model to measure most clients' cost effectiveness" says Hr. Bazali.

Hr. Bazali continues, "Communications Factory now has a tool that allows shareholder equity relationship analysis as part of the key metrics illustrated. The use of selectable criteria allows high/low factors to be considered and produces a range of values which are graphically presented in the utmost clarity."