

Client Success story

Successful launch of „Service Champion“ for viceversa and Race for Life, Switzerland

- Optimised processes for event organisation at viceversa communications
- Personalised & implemented newsletter solution for unlimited subscriber volumes
- Implemented custom forms for specific events
- Launched “Service Champion” Core / CRM & ticketing solution within 2 weeks

„Since the launch of “Viceversa Service Champion” in 2014, the event organisation has been running efficiently and in a very well-structured manner. Urgencies are now detected early and resources allocated for rapid resolution. “

Markus Aerni, CEO, viceversa

viceversa, wins applause with communication



viceversa is an SME in Bern that offers communication consulting throughout Switzerland. The main disciplines include advertising, public relations, sponsorship and events. Together with customers, viceversa develops target-group oriented communication strategies. The «Special Olympics Switzerland 2014» or the annual sports event «Race for Life» of the Swiss League of Cancer are two of the biggest events organised by viceversa.

What viceversa says about acc solutions:

„We are extremely satisfied with the integrated business process solution “Service Champion”. acc solutions has completely met our needs as an innovative project manager team. As event organizer, I now feel more confident in communication and organisation. The “Service Champion” is our efficient knowledge source and memory. It simplifies my project management life tremendously.“

*Markus Aerni
CEO, viceversa*

Stress-free at events

viceversa faced the following challenges in 2014:

- Management of large and annual events with changing part-time employees (knowledge drain)
- Organisation and execution of simultaneous events for multiple customers
- Preparation of customised web forms for participants, e.g. for event registration
- Updating and maintaining the customer database
- Simplification of marketing campaigns at events
- Communication to event participants with personalised newsletters
- Processing requests of any kind from event participants
- Processing of important project information on mobile device such as tablets and smartphones

With great pleasure, acc solutions took on the task with viceversa in 2014. The business process solution “Service Champion” makes it possible to meet the high viceversa requirements of quality and performance. Organising events is now largely simplified.



Business process solution with “Service Champion”:



1. Event module functions

- Web forms for participants to subscribe and unsubscribe
- Login accounts for the event-webpage to share information with other participants
- Third party connection (E-Mail, Tickets, Interfaces) for automated communication
- Billing solution for membership administration
- Dispatch function for quick assignment of tasks and requests via tickets to project members
- Team inbox with ticketing tool for organised processing of participant request and to do's

2. Marketing-campaign functions

- Management of contacts for easy communication
- Distribution of newsletters to target group and personalised communication
- Distribution of newsletters to over 30'000 emails without “spamming”
- Storing of Templates for customised newsletter designs

„Thanks to acc solutions, we can now look after the event participants of our customers efficiently. The events are popular and we note a high response rate for recurring projects. We create attractive public relations for our clients and make them shine in the best light. The good feedback on event organisation shows us, that the “Service Champion” is the optimal choice.“

*Markus Aerni
CEO, viceversa*

The benefit for viceversa:

Thanks to the business process solution “Service Champion”, viceversa was able to massively increase its efficiency in event organisation. The customers and the participants are very satisfied with the new procedures of preparation, execution and conclusion of the event.

1. Effective communication

With the help of “Service Champion”, events are marketed according to the needs of each segment or target group.

2. Best participant experience

The participants easily log-in and -out. They receive answers to their inquiries quickly. Sharing of information is now simple with the new wiki system.

3. Easy event organization

With “Service Champion” tasks are easily delegated to project members. The processes are sequentially coordinated with each other. The team immediately identifies urgent issues in the open todo list. The mobile-friendly tool makes collaboration in your own team even easier. Even when you're on the go, requests and tasks appear on the smartphone with just a few clicks. Contacts are synced to any mobile device to make sure you recognise an important incoming call immediately.

For more information:

www.acc-solutions.ch
www.viceversa.swiss

Contact:

Roger Müller, Founder & CEO
E-Mail: roger.mueller@acc-solutions.ch
Mobile: +41 79 234 44 56
Landline: +41 52 222 44 00

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