

QUICKSLIDE AT HUK-COBURG

HUK-COBURG insurance group chooses the PowerPoint add-on QuickSlide

HUK-COBURG is one of the top ten German insurance groups. PowerPoint presentations for internal and external use are created at 6,000 company desks every day.

In 2015 the decision was made to enhance HUK-COBURG's corporate design, together with an agency. The intention was not so much a classical brand relaunch, but rather a technical and process optimization. CD guidelines were completely redrafted, the logo adapted, brand elements redesigned and a new corporate typeface was introduced. In the process, the PowerPoint templates were fundamentally revised.

THE STARTING POINT

Uncontrolled proliferation of slides, layouts and presentation over the years

HUK-COBURG has about 6,000 PowerPoint users. 1,200 of these are so-called "intensive users". Up until now they were centrally provided with:

- a PowerPoint master defining colors, typeface and font size, headers and footers, etc.
- instructions for correct use of the master
- some sample slides, e.g. title slide, contents, process diagrams, comparisons, images and organigrams.

The initial review showed that quite a few users had been making their own master templates for years, or had been copying and adapting presentations over and over. Both practices had led to the dilution of corporate design and the inadvertent repetition of mistakes.



THE CHALLENGE

To ensure brand compliance and continuously updated content, to convert thousands of presentations to the new corporate design

The project aims of marketing and IT were:

- rapid acceptance of the new corporate design
- a high degree of automation in converting existing presentations to the new design
- to facilitate compliance with CD guidelines for PowerPoint users
- efficient, centralized provision of slides and presentations
- process optimization and increased efficiency in day-to-day business
- smooth integration into the existing system environment, while fulfilling IT guidelines and security.

THE DECISION

Goals unattainable with PowerPoint alone, QuickSlide add-on best meets demands

An initial analysis quickly revealed the limitations of PowerPoint. After market research on available software tools, providers and conditions, a quantitative and qualitative scoring process led to the selection of the add-on QuickSlide, from software and design specialist Strategy Compass:

- QuickSlide was the best match for the project requirements
- A pilot test confirmed ease of use and rapid user acceptance
- Clear, topic-oriented slide pool for creating convincing slides, combined with the PowerPoint-specific design competence of Strategy Compass
- High degree of automation when converting previous versions, and when checking and correcting corporate design and wording
- Problem-free integration into the existing IT environment and close technical cooperation with the IT department
- Cost-effectiveness at purchase and during operation
- Broad range of services in project management, support and communication



THE PROJECT

Smooth project realization, including master optimization, graphics work, software customizing, implementation and short training courses for all users within four months

The project was implemented by Strategy Compass within four months, exactly according to schedule:

- Project preparation and kick-off workshop
- Integration into IT project management, including IT support and IT security
- Communication steps within all group areas and departments, including involvement of the external lead agency
- Setup of pilot phase with selected users
- Evaluation of results, with appropriate software adaptation
- Rollout
- Web-based training for all users, requiring minimal investment of time

THE END RESULT

Top score for full solution and service, high six-figure saving per year

- All goals and expectations were met on schedule.
- Crucial to the successful rollout were early involvement of IT and management. Good communication on the part of Strategy Compass, e.g. with technical staff, allowed rapid responses to questions and concerns.
- Many other advantages became apparent during daily use, for example the automated creation of Gantt diagrams for project planning, or agenda automation.
- During project appraisal, high six-figure savings with QuickSlide were predicted. This expectation was confirmed after an initial 6-month period of use.

The feedback from both management and users is extremely positive. Project leaders Jörg Quehl (Marketing Director) and Martin Hautmann (Director Corporate Design and Media Design) were highly satisfied with the project management, support and services provided by Strategy Compass: "Profitability and efficiency is reflected in the intelligent use of marketing tools: a key aspect that is often underestimated. QuickSlide has enabled us to once again revitalize our company philosophy of embracing tradition and value for money."

