



### Value at a glance

- Case studies generate leads
- Improved engagement through 'How we help' website message
- Improved customer relationships through consistent communication

### RECIPE FOR SUCCESS

IMI are an IT services company who specialise in large-scale end-user device rollouts and support. They help organisations with extended branch networks to deliver IT infrastructure services efficiently and rapidly anywhere in Australia and New Zealand. Their 'secret sauce' is an unwavering focus on user experience and on ensuring identical, positive outcomes in every location. This approach has seen them build and retain highly valued client relationships with some of Australia's highest profile organisations.

IMI is a highly successful business, but Doron Rom, Managing Director, and the leadership team realised that their public persona really wasn't reflecting the full value of their offerings and their success in the market. "We were doing well as a business", says Doron, "but we weren't promoting that success to help win even more clients".

### SHARING THE STORY

Doron approached Words2Win for help in developing targeted and powerful messages that communicated the full IMI story. Words2Win firstly helped Doron, along with Technical Director Todd Hampson to clarify and refine the IMI message, focusing on what really made them different and had driven their success to date.

The next step was to get those messages out to the world through a brand new website – IMI engaged a web designer and Words2Win worked hand in hand with them to develop the written content.



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## TELLING THE CUSTOMER STORY

One of the things that stood out to Carol Benton of Words2Win as she planned the content was that IMI had some great customer stories, but that they just weren't being told.

"We've worked with Australia's biggest and best retailers, banks and technology companies", confirms Doron, "and they are all really happy with what we do for them. So it made sense to ask them for their stories and make them a key focus of the website".

Carol interviewed seven of IMI's top clients and captured their stories, which now form the heart of IMI's website. "There is no better way to explain what we do, and how we help our clients than to tell their stories", says Doron.

The stories were also designed into a brochure format, and emailed to potential target clients. "I had a very positive response to the brochures, with over 50% of the recipients contacting me back for more information".

## SKILLING UP THE TEAM

With the website and brochures complete, IMI turned its attention to the next part of its communication strategy – ensuring that the IMI message was being told consistently by its staff. "Our team spends a lot of time face to face with clients, and we wanted to make sure they had the skills to be communicating our message clearly", explains Doron.

IMI engaged Words2Win, who delivered a tailored Business Communication Skills course to 60+ staff in Melbourne and Sydney through a series of half day workshops. These were coordinated by GM National Services, Tony Younes. "The training sessions focused on helping our teams to keep the client uppermost in their mind and gave them practical tips for communicating the IMI message clearly", said Tony.

## COMMUNICATING IMI'S VALUE

IMI have been delighted with the new website and brochures and the training their teams received. Doron sums up the benefit of the engagement with Words2Win; "We feel confident that we're clearly communicating the value we deliver to our clients".

You can see IMI's website and read their customer stories at [www.imi.solutions](http://www.imi.solutions)



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