



« Augure: a thoughtful solution »



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CSR & Media Relations Manager

The need for online contact management and integration of press clippings has led the company SAGE to adopt the AUGURE's solutions.

Can you briefly define the stakes and challenges of the communication department within Sage and your role in that organisation?

Antonia Maria Moreno : The Institutional Relations Direction at SAGE works with all other departments in the company.

We manage brand and corporate reputation, external communication (which includes press relations and management of social networks), institutional relations, CSR, events and the management and the coordination of online channels such as the website and the Intranet.

As for me, I am responsible for managing media relations.

2. What are the reasons that led you to choose the Augure solution?

A.M.M. : We had been seeking a solution for managing contacts and journalists for a long time. We needed an online tool, accessible anywhere and at any time, functioning as an address book, easy to update and also allowed the integration of press clippings, regardless their origin.

3. How did the Augure solution integrate within your team and your business?

A.M.M. : The implementation of Augure was very fast, despite the necessary adjustment that had to do to adapt the solution to the structure of the Communications Department .

The integration of press clippings was seamless from the day one and we started to work on time and without incident.

4. What professional and personal benefits do you get from a project like this with Augure?

A.M.M. : It is now much easier to establish monthly, quarterly and annual reports, for each industry. We have visibility of all communication actions taken, both internally with the management team, and externally with journalists. Augure also allows us to take into account the indicators so far forgotten and quickly obtain information on actions taken or in progress.

5. Does the Augure solution answer all your needs in functional terms?

A.M.M. : To date, Augure meets all our needs. The Augure team is always attentive to any changes that could facilitate our lives and is ready to incorporate features that may interest us.

6. What is your relationship with Augure, in terms of customer care, project management, customer support, training?

A.M.M. : The relationship with Augure is very fluid and we regularly call customer support. The team is always available to solve our problems and listens to our suggestions. This has proved essential in order to use Augure to its optimum potential. Initial training is essential, those made later are a good reminder of the different features ... but the support of the hotline is needed to understand the tool and especially shortcuts to increase the efficiency of our work.

Contact

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