



« With Augure I can organise and archive my information »



Jean Pascal Rozet
Founder and associate director

1. Tell us about Clipping traitdunion?

Jean Pascal Rozet : I founded the Clipping press relations agency a decade ago. At the time, my partner and I were working exclusively in the technology field.

In 2005, we acquired the Traitdunion agency. This agency, which is today known as Clipping Traitdunion employs approximately 20 people.

Since then, we have significantly expanded our range of activities and are doing far more work for the ministries and in the fields of health, defence and research, whether for institutions or companies listed on the Cac 40.

Our mission is simple: to operate as an interface between our clients and the press.

In 2009, we launched a new Web 2.0 oriented product range, including analyses of blogs, forums and websites, etc.

2. What persuaded you to choose a solution like Augure?

J.P.R. : We had a proprietary database which we customised to manage journalists and the media. This solution quickly proved to be ineffective as it did not enable us to automate the dissemination of information (e-mailing and press releases, etc). We had to import contact files into the tool each time. This was an extremely complex and time-consuming operation.

We were looking for a more comprehensive system, one which enabled us to access and work on our database and also to carry out the various mailshots necessary to our work.

The Augure solution was created by professionals in the communication and media sectors. The people who developed the system are fully familiar with our environment, and it shows! They have designed a solution which perfectly matches our working methods.

3. What are the benefits for Clipping Traitdunion of using the Augure system?

J.P.R. : We chose Augure for the following three reasons:

- The information is shared: Augure enables us to manage all of our clients' activities. Each client is managed by a team and the whole team have access to all of the information (mailing lists, follow-ups, product loans, etc.).
- Searching for information is very simple: it's easy to find information in Augure as it is particularly well organised and well structured. The solution also enables us to save our work history for future reference.
- Circulation is extremely straightforward. It's very simple to produce mailshots. Finding contacts takes no time at all and the system is particularly effective when creating a selection.



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Finally, the quality of our relationship with Augure's teams is something we greatly appreciate. The customer service department is increasingly involved in the day-to-day activities of the clients. The creation of the hotline also enables us to obtain speedy answers to our questions.

4. How was this solution deployed in your agency?

J.P.R. : The deployment was extremely fast and simple. We chose to host the solution on our own site. Augure's experts installed it on our servers and then migrated our data across to the new system. Augure's teams then came to see us to provide training. The training is free of charge and we proposed it to our staff to give them a chance to quickly familiarise themselves with the system and to become productive as soon as possible.

Today, we chiefly use Augure for circulating our information. We are keen to pass on to the next stage in the near future, and to use the other features of the solution including managing editorial calendars and the automatic indexation of press coverage.

About Augure

Founded in 2002, Augure is the publisher of the leading global ERM (Enterprise Reputation Management) solution. The collaborative solution offered by Augure in SaaS mode is oriented towards communications directors, public affairs and marketing teams of large enterprises. It includes a monitoring service for key stakeholders (political leaders, journalists, experts, bloggers, NGOs, etc.) with online and offline sources (written press, radio, TV, internet media, blogs, forums, social networks) in 24 languages. An operational management suite is also available for the analysis of communication actions and your reputation. Augure's solution is used daily by over 350 large companies in over 25 countries, including Nissan, HSBC, General Electric, Nestlé, Cartier, the European Parliament and the French Ministry of Foreign Affairs.

AUGURE AT CLIPPING TRAITDUNION

- 20 daily users
- A solution used for over 5 years
- A Press Relations Management solution

Contact

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