



« With Augure, I can obtain detailed analyses of my activities »



Thierry Picard-Claudel
Communication & Press Relations Manager

1. Could you tell us a little about Generali Patrimoine and its press relations department?

Thierry Picard-Claudel : Generali Patrimoine is the commercial arm of the investment savings department of Generali France. It is specialised in designing life insurance products for investment purposes, via preferred partnerships. This development centre is chiefly focused on partnerships via independent wealth management advisers (CGPIs) and is one of the key players in this market. It is also the leader for key accounts (private and regional banks) and for web-based distributors.

For my part, I report to the development department of Generali Patrimoine and not the Communication Department for the Generali group. Although the press relations work I undertake is obviously part of the group's wider communication activities, it tends to focus on a very specific press environment directly related to Generali Patrimoine's activities. For this reason most of my work concerns press relations.

I have the task of boosting Generali Patrimoine's profile in the trade, economic and investment press, via its life insurance products and its services, which are proposed both to clients and partners.

2. What encouraged you to opt for a system like Augure?

T.P.-C. : Before I arrived in 2001, Generali Patrimoine's press relations didn't really exist in a formal manner. Consequently, when I arrived I had no system available to begin with. I naturally used Excel to manage my contacts, which I ranked myself.

I quickly realised I was losing a great deal of time by working this way. I began by calling a press file supplier who later sold me a software package for contact management and mailing activities.

This software was quickly found to be unsuited to my needs as its feature set was simply too limited.

In fact what I needed was a system with which I could manage my contacts, circulate my information and maintain a computerised history of my dealings with the journalists.

3. What do you consider to be the benefits of using Augure for Generali Patrimoine's press relations?

T.P.-C. : Initially, the many possibilities offered by the Augure solutions seemed a little oversized in comparison to my needs. And even today, I still don't use all of these functions.

What immediately attracted me was its ergonomic, user-friendly interface.

I soon came to appreciate that the solution was very simple to use, even for someone like me who has a limited knowledge of computer software. Augure regularly supported me with training sessions or advice on using the software, which helped me enormously during my day-to-day work.

Augure has also played a "centralising" role in my work. Beforehand, I used several tools whereas Augure has enabled me to combine these three tools into a single solution, and now all of my information (contacts and press coverage, etc) is automatically indexed.





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This has made it possible for me to work far more quickly as I no longer lose time entering data by hand and I can access the information I need as it is all interlinked and easy to find.

I can also measure and quantify my activities and obtain detailed analyses of the results of my work.

4. How was the solution adopted at Generali?

T.P.-C. : Until late 2008, I was the only person to use the Augure solution at Generali.

Augure is now my daily assistant. I suppose you could describe it as my office workmate, as it is permanently open and I would today have difficulty in managing without it.

Working with Generali France's Communication Department, we consequently decided to extend my experience and to install Augure in early 2009 to manage all of the company's press relations.

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- 5 daily users
- A solution which has been operational since 2008
- Today extended to all of the group's press relations activities

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.

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