INTERVIEW

« Augure is an intuitive and easy to use product »

JPMorgan

Nathaele Antoine Rebondy
Marketing Manager

1. Could you tell us a little about the department in which you work at JP Morgan?

Nathaele Antoine Rebondy : In all, four of us work in the marketing department for JP Morgan's asset management division.

As part of my duties I manage all marketing, press relations, events and brochure publication activities, etc.

Where our press relations are concerned, we have chosen to work with an outside agency.

In terms of press relations activities we send out press releases, organise conferences and press trips, in addition to managing appointments with managers or tracking press coverage.

2. In 2007, you decided to adopt the Augure solution. Could you tell us what you were expecting?

N.A.R. : At the time we were managing all of our activities manually, using Excel files. In addition to the obvious lack of flexibility, this didn't enable us to easily track information concerning contacts and media sources, or to produce reliable and speedy reports of our press coverage.

Our main goal was therefore to incorporate the data from our various service providers, whether this concerned information about the media and journalists supplied by Hors Antenne or verified press coverage data from Press Index.

We examined the different products and services available on the market and Augure appeared to us to be the most user-friendly solution.

3. And after having used the solution for more than a year now, what's the verdict?

N.A.R. : We use Augure on a daily basis, in addition to our press relations agency. This enables us to work together seamlessly.

This solution has provided us with a better overview of our relationship with the media and the journalists. We are able to supervise our publicity activities in an optimal manner and to remain highly responsive when managing our work.

All activities, events and mail campaigns are now recorded historically.

Augure enables us to rank press coverage by theme and by product, and to quickly generate reliable, high-quality reports.

Augure is an intuitive and easy to use product which enables us to save a considerable amount of time, allowing us to get on with higher added value tasks.

Thanks to Augure we have a better overview of our relationship with the media, we can manage our communication activities in an optimal manner and we benefit from dynamic and responsive relationship management.

AUGURE AT JP MORGAN FRANCE

- 4 daily users
- A press relations management solution
- A solution used since 2006

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, TC, 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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