



Elaine Keep

marketing & content

Showcasing successful approaches

Valued clients

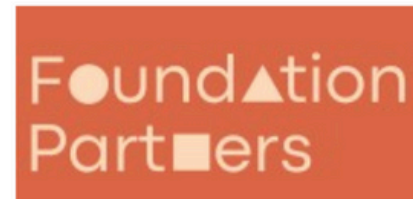


AI21 labs



Amplified GROUP **kerfuffle**

kolekti



jbm. **unleashed**



life:style
Your life, Your style

Tuffnells.



Copy samples are found here

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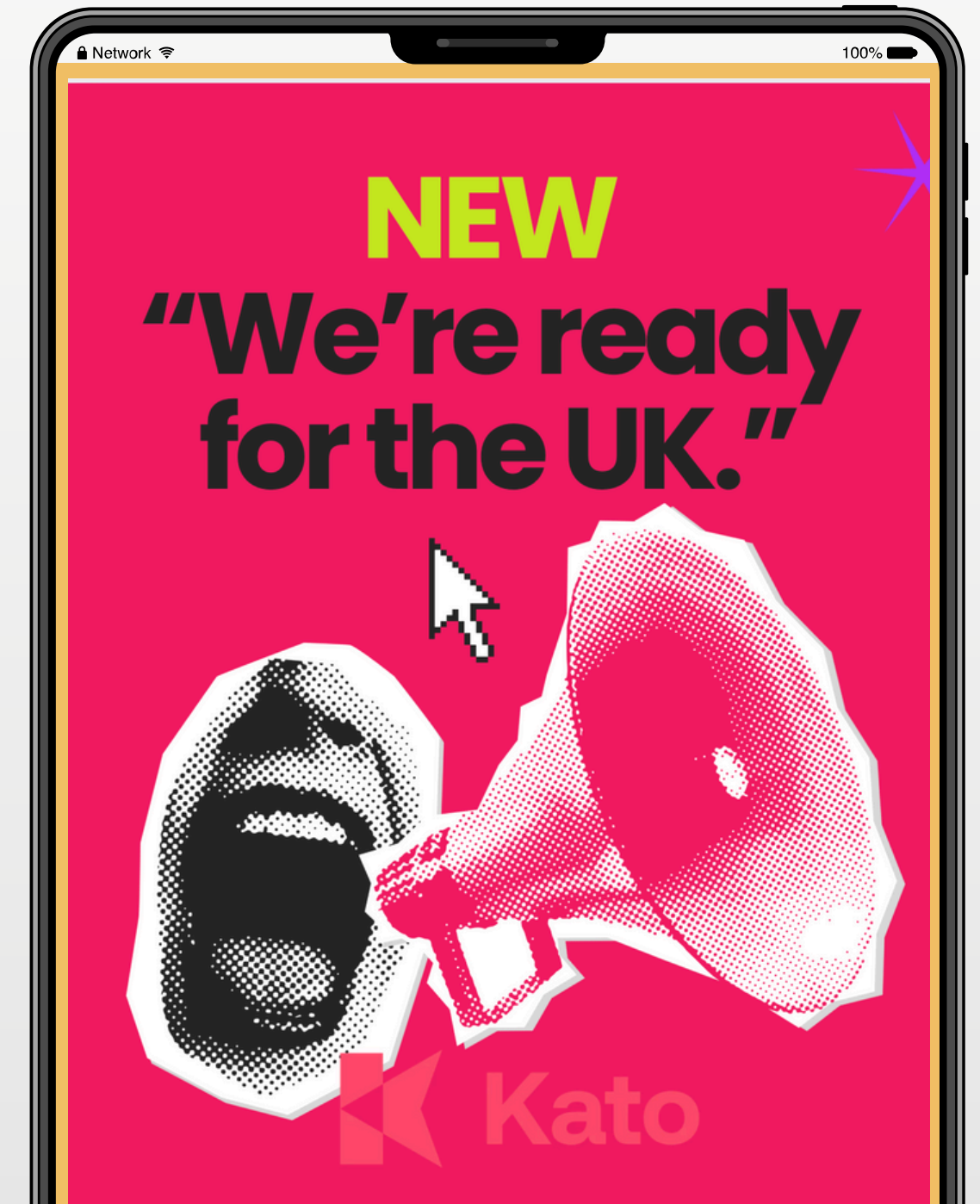
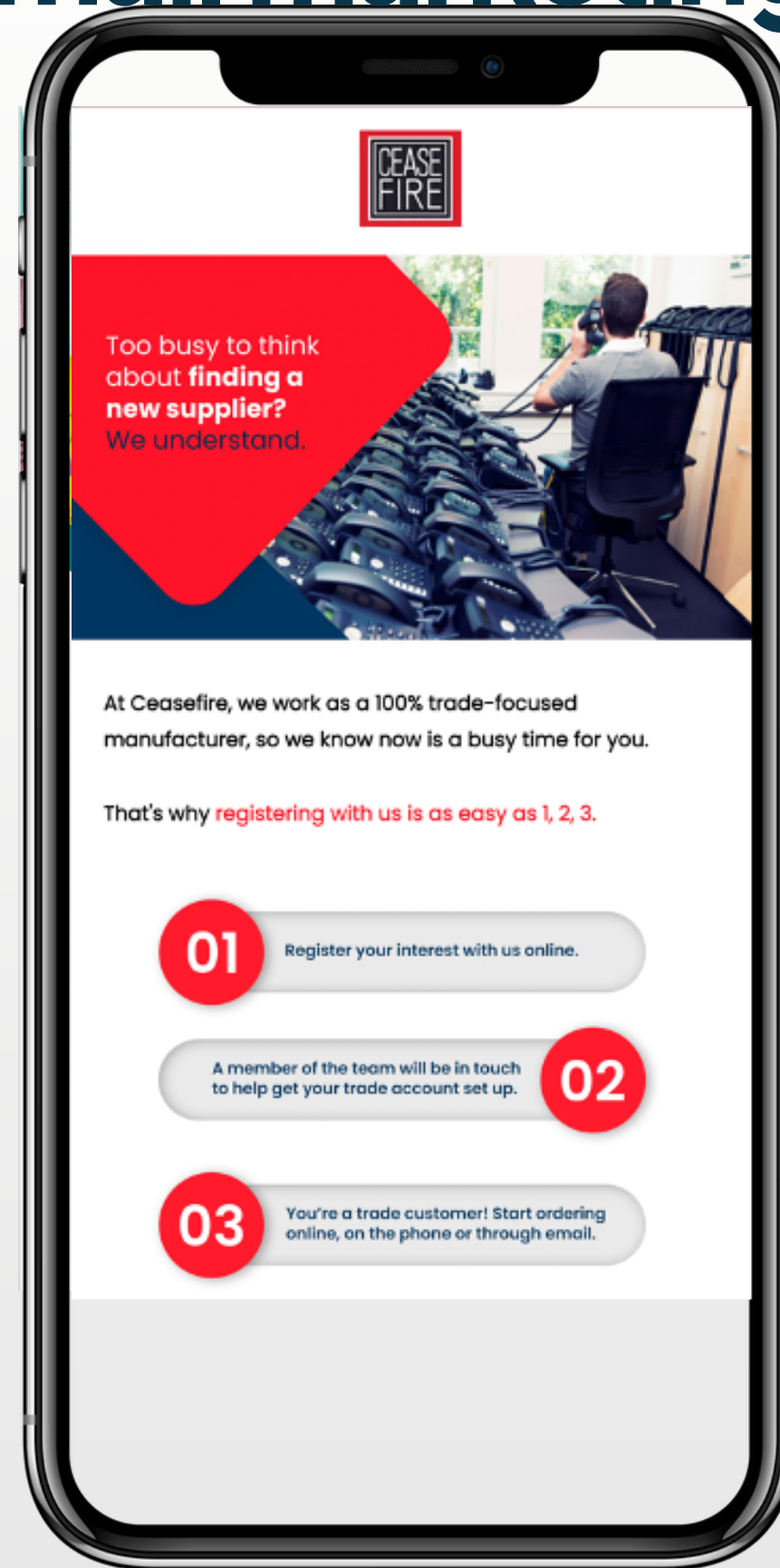
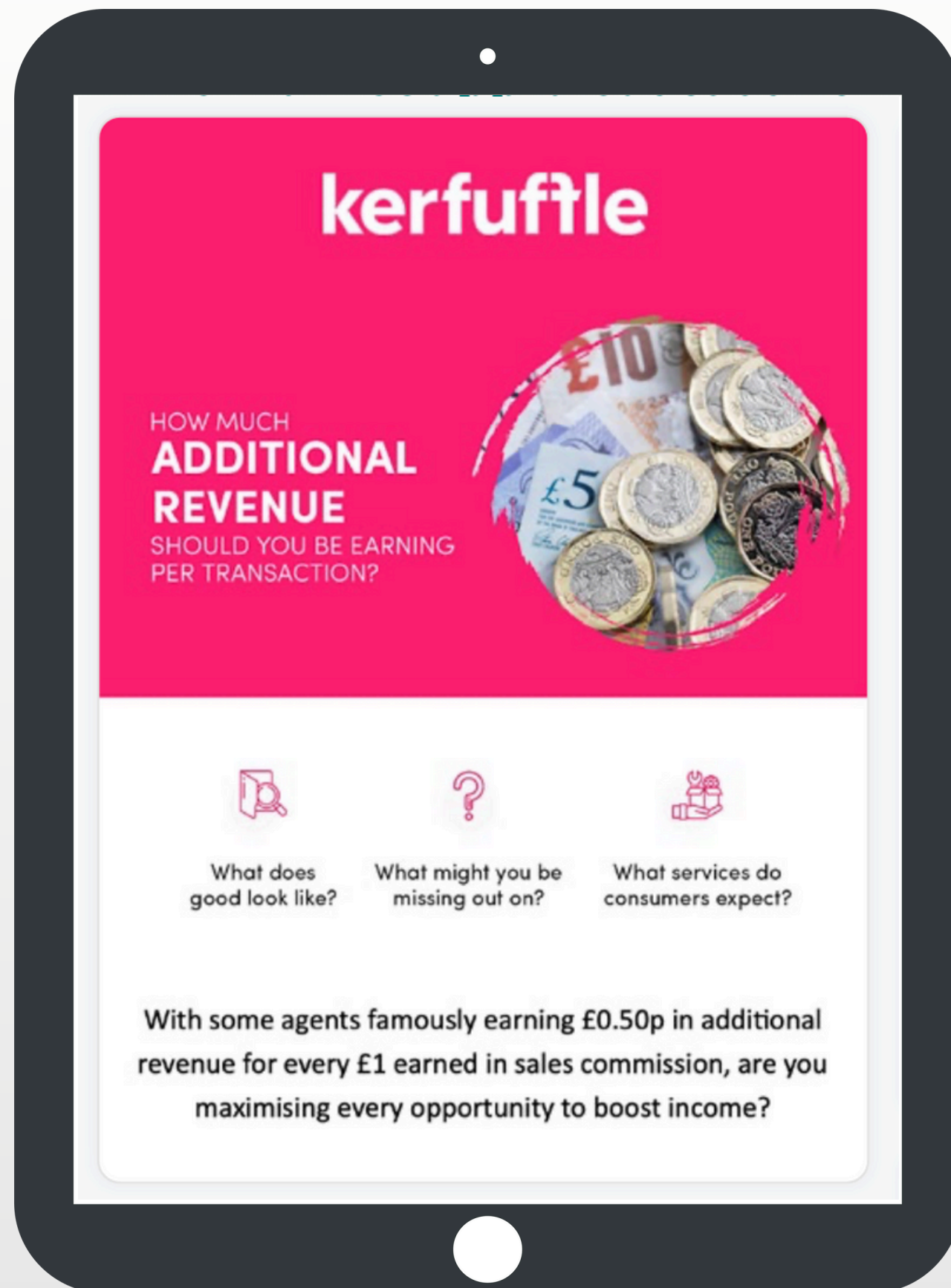
Elaine Keep's Portfolio

Find Elaine Keep's content all in one single place and follow all new content pieces via email, regardless where they are published.

 Authory



Email marketing



Email marketing

View Agents™ Get your Reputation Index Score



Could you handle exclusive relocation leads in **Norwich**?

We are building a shortlist of trusted, independent Estate Agents who have the capacity to accept pre-qualified sales leads of local homeowners who require a valuation.

There are also Lettings opportunities too.

We only work with agents who can service leads to the highest quality.

Could you be a relocation agent?

You will receive an average outbound referral fee of over £950 on applicants with houses to sell across our 750+ offices.

You'll also get...

- ✓ Marketing support to attract new leads
- ✓ Access to top level events & awards to meet non-competing agents and learn from them
- ✓ Amazing speaker access at regional conferences you can attend
- ✓ A way to increase your reviews through our partner brands
- ✓ A way to check your tech tools with our partner 'Kerfuffle' who offer agency consultations & deals

How it works:

- Register interest today below
- We'll invite you to meet with us
- We will confirm your full exclusivity in the area

Register interest below

kerfuffle



TechCheck™ Roadshow

WE'RE LOOKING FOR AGENTS IN
THE AREAS OF BOREHAM
WOOD, STANMORE & EDGEWARE
AREA

Take your FREE 30-minute online
TechCheck™.

Get a % score for your proptech stack, 3
quick wins to act on, key risk areas — and
exclusive partner deals you can unlock
straight away.

No jargon. No sales pitch.
Just a clear picture of what's working
(and what's not).

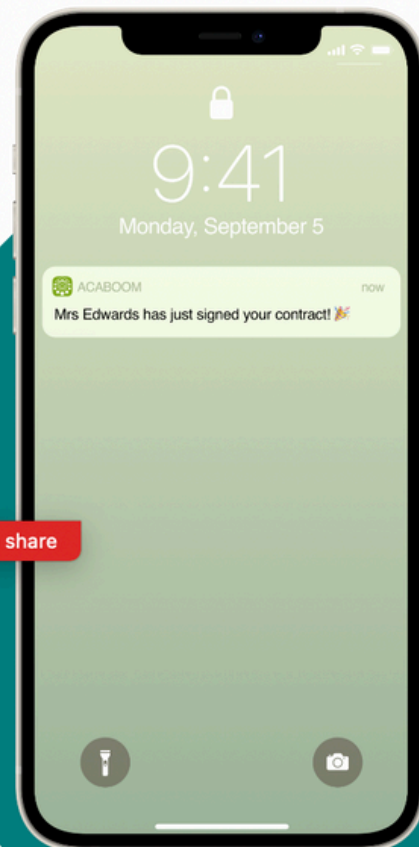
Request at hello@kerfuffle.it with
subject line 'demo'

Email marketing

Differentiate yourself from your competitors by delivering an unforgettable market appraisal experience to your clients.

Acaboom's market appraisal toolkit has got everything you need to make every market appraisal memorable.

- ✓ Connect before the appraisal with pre-appointment presentations
- ✓ Use digital presentations at the market appraisal
- ✓ Showcase local & national market activity with personalised property data
- ✓ You are screen sharing Stop share
- ✓ packed with USPs
- ✓ Know when your client is ready to instruct with notifications
- ✓ Speed up decision-making by including your agency agreement
- ✓ Nurture and reconnect with your database with smart updates



The stats you should know for your 2025 market appraisal approach

Want to get more out of 2025? If you want to improve your conversion rates and achieve more than ever, these are the statistics to guide you.

Proven strategies for success

20%

20% fewer cancellations can be achieved with a strong pre-appointment presentation.

91%

91% of valuation letters lack any form of tracking. Deliver a trackable full proposal instead of an email.

31%

31% increase in video use within proposals has been recorded over the last two years. Use it before and after the appointment to engage prospects.

MISSING VENDORS AND INSTRUCTIONS



LAST SEEN
months ago

PRESUMED STOLEN
by your competitors

GET THEM BACK SAFELY
where they belong with  acaboom

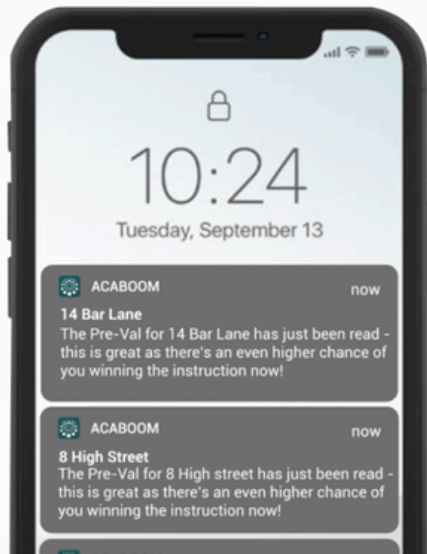
BIG £££ REWARDS

Email marketing

How many leads could you be losing after the market appraisal?

32% of instructions take over a month to convert, yet many agents stop calling after just 2 weeks.

Instead, start tracking when they are in decision-making mode to secure the instruction.



Benefits of a proposal vs a PDF valuation letter

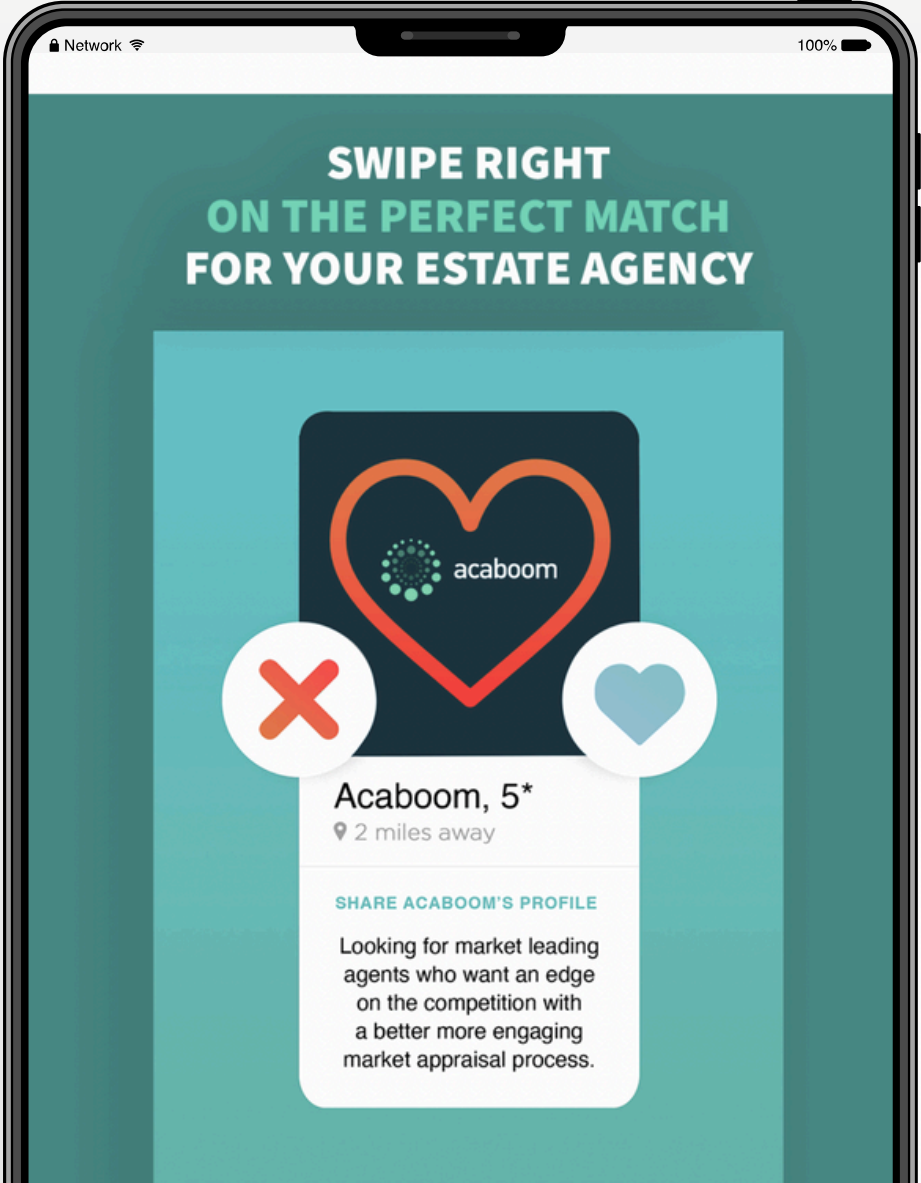
PDF valuation letters are commonplace, but that doesn't mean they are good!

Pause to consider their limitations. From their dull presentation with no interactive elements, no way to track if they are being read (and not to mention the nightmare of editing them or going out of date) there's a far better way.

Deliver a customised proposal with your agency agreement that all parties can sign digitally. Include a personalised valuer video and tailored property and market data to interest your clients and convince them you are the agent they should instruct.

MAIN FEATURE COMPARISON		
		PDF
Adapts to any device without pinching	✓	✗
No size limits	✓	✗
Plays video, audio and animations	✓	✗
Able to see what pages are popular	✓	✗
Always up to date, global change possible	✓	✗

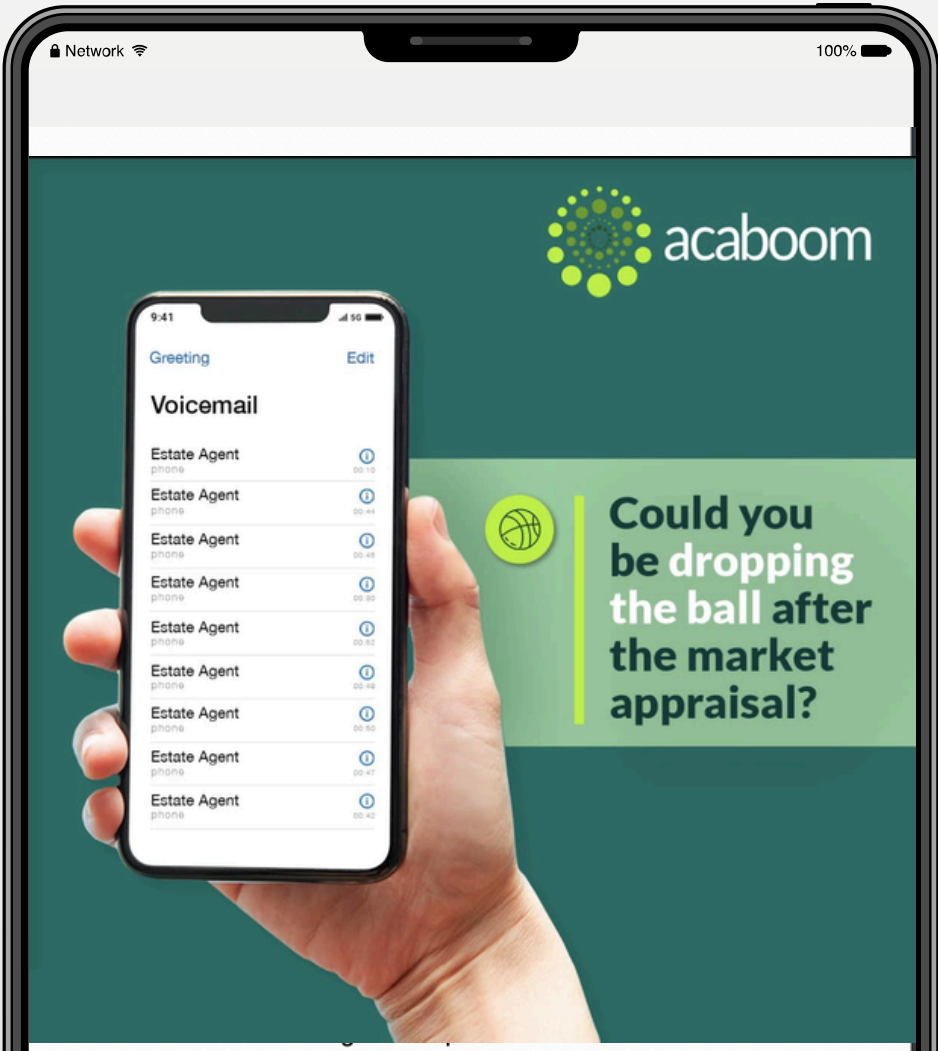
Email marketing



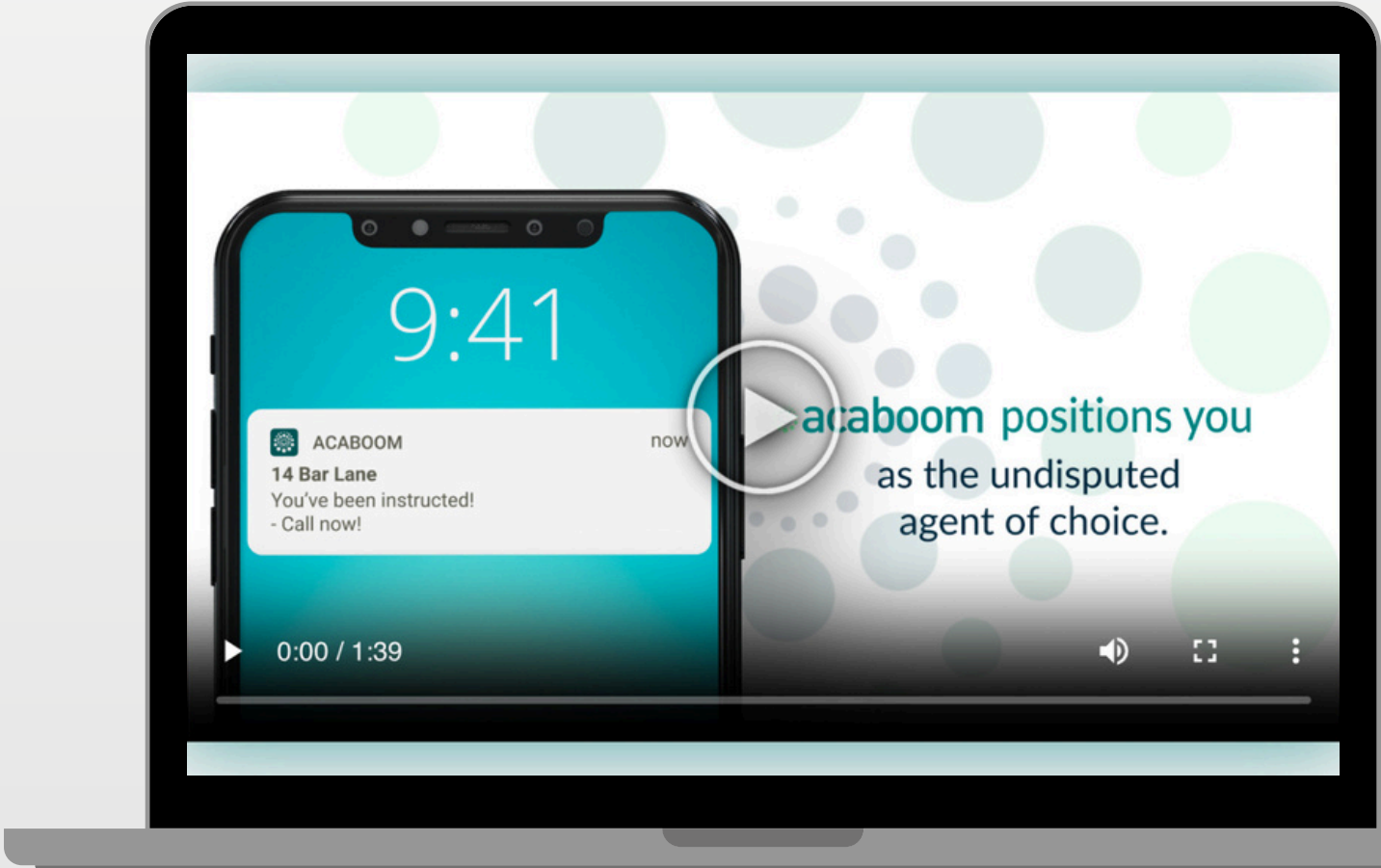
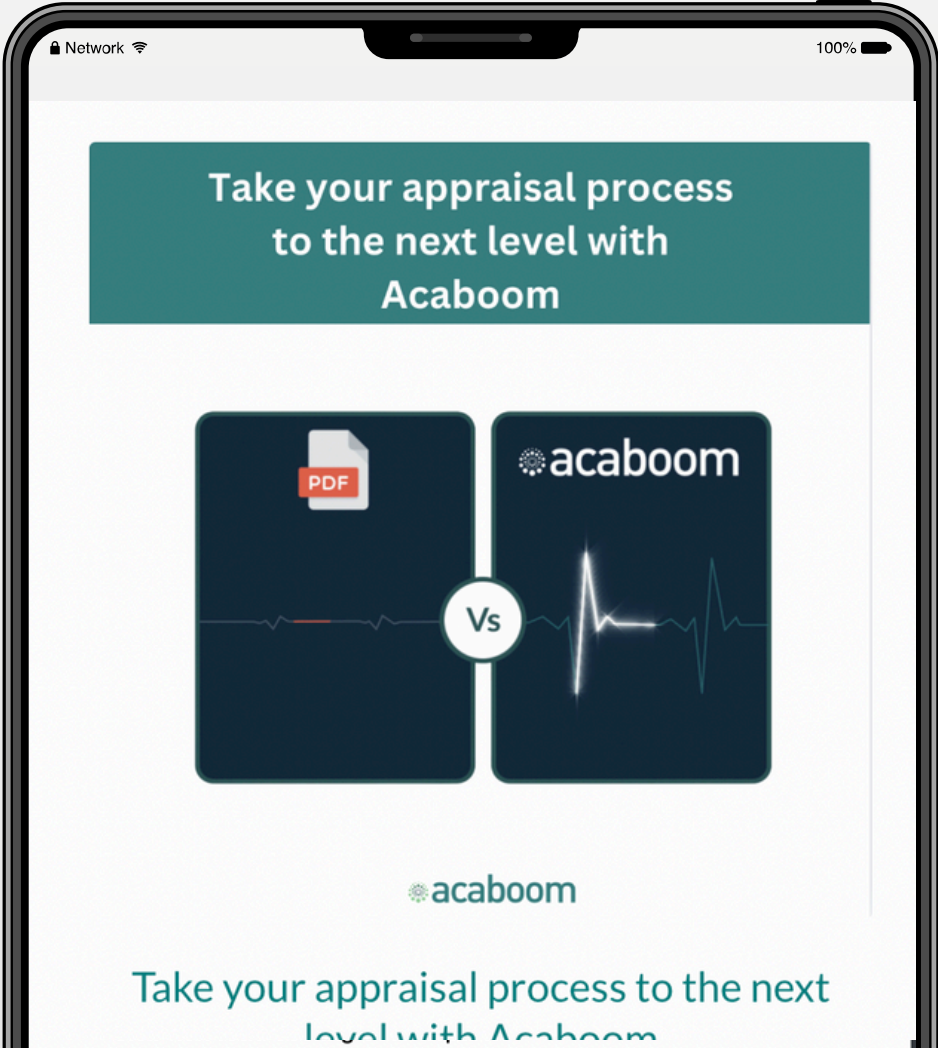
Email marketing

**Don't let another agent
speed ahead of you!**

If you've been thinking about using **Acaboom**, now
is the **time to move fast!**



Email marketing



Email marketing

- Receive a ranked table of the clients most likely to convert
- Allocate your efforts more effectively: work smarter, not harder.
- Enhance your conversion rates. Studies show that companies who regularly use lead scoring like this experience a **77% higher ROI** than their non-lead-scoring counterparts.



Don't let your hard-won opportunities slip away

Discover how Priority Prospects from Acaboom can transform your approach to lead conversion today.

Click below to book your personal demonstration today,

Who's most likely to instruct?

If you thought it would be the clients who recently had a market appraisal, you could be leaving money on the table!

A staggering 70% of leads are lost because of inadequate follow-up processes, and we know 32% of clients will take over a month to instruct.

Know exactly who to follow up with

Acaboom provides agents with an algorithmically generated score for each client that considers all the factors that could influence a client's likelihood to instruct.

- Receive a ranked table of the clients most likely to convert
- Allocate your efforts more effectively: work smarter, not harder.
- Enhance your conversion rates. Studies show that companies who regularly use lead scoring like this experience a **77% higher ROI** than their non-lead-scoring counterparts.

81%
likely to instruct

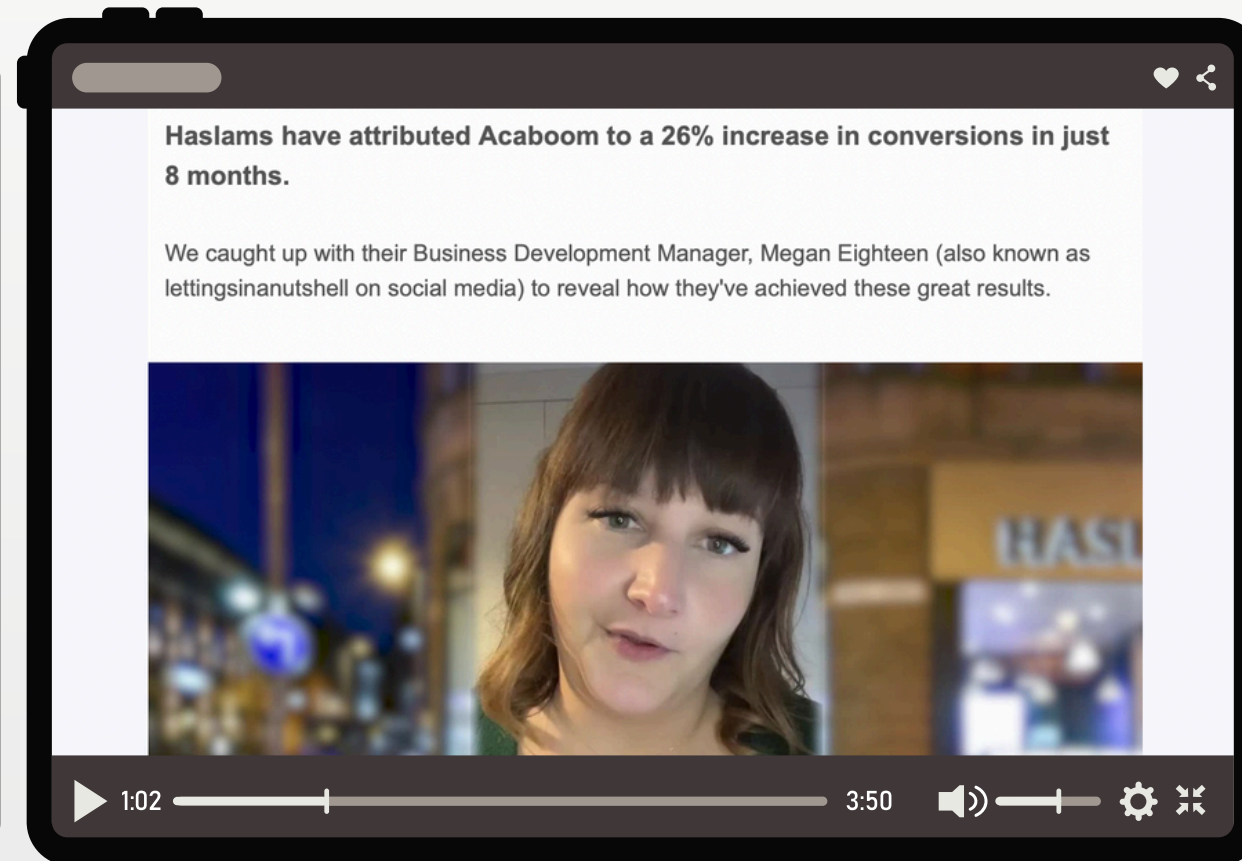
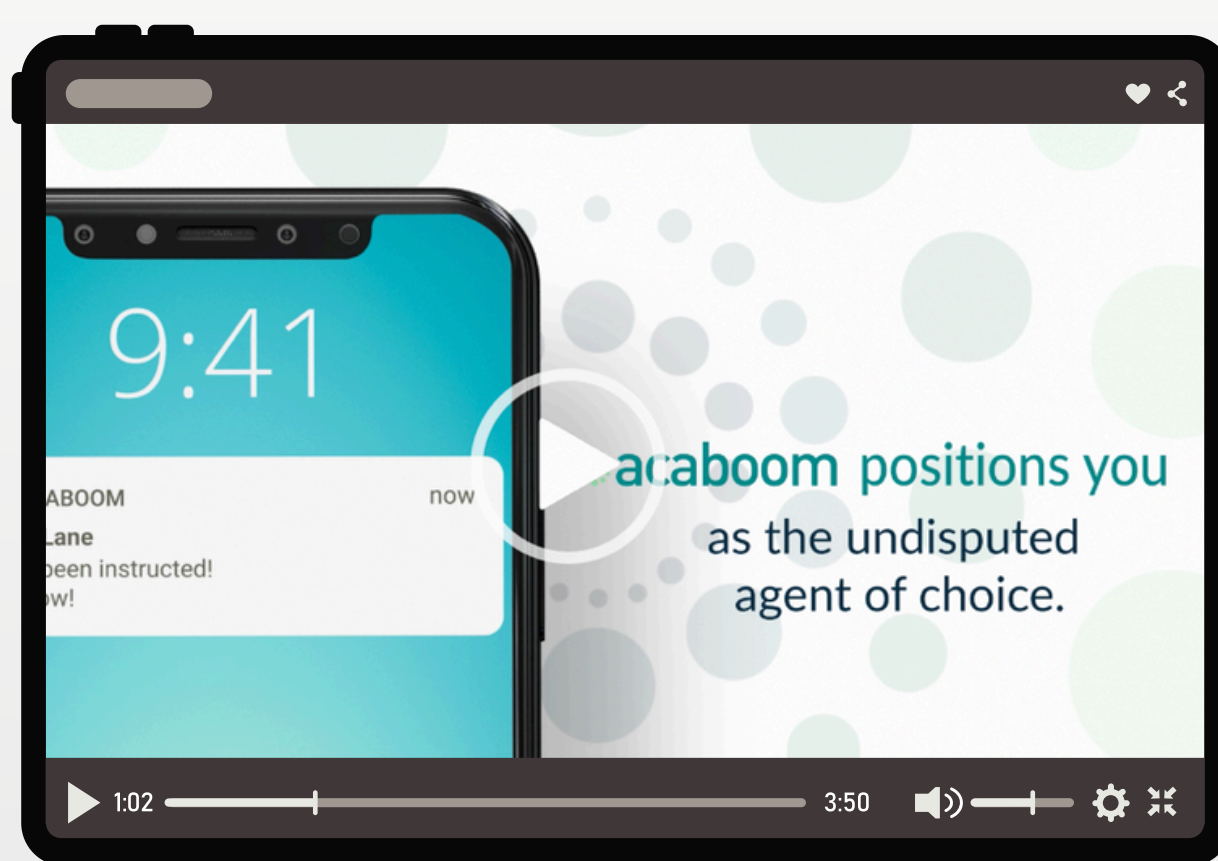
New: Prioritise your prospects based on their interest

NEW: Prioritise your prospects

Email marketing



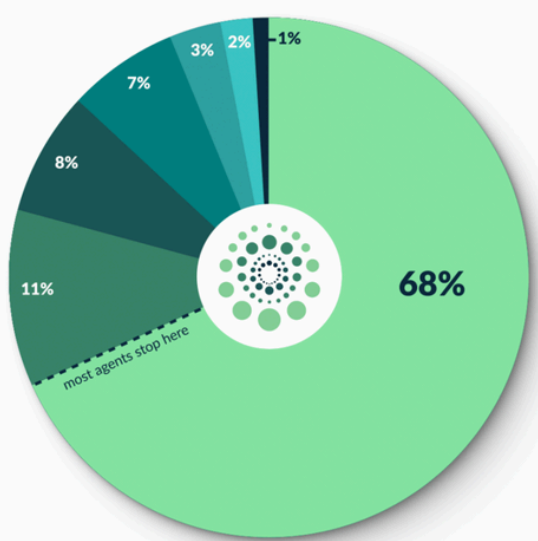
Video marketing



Sales assets

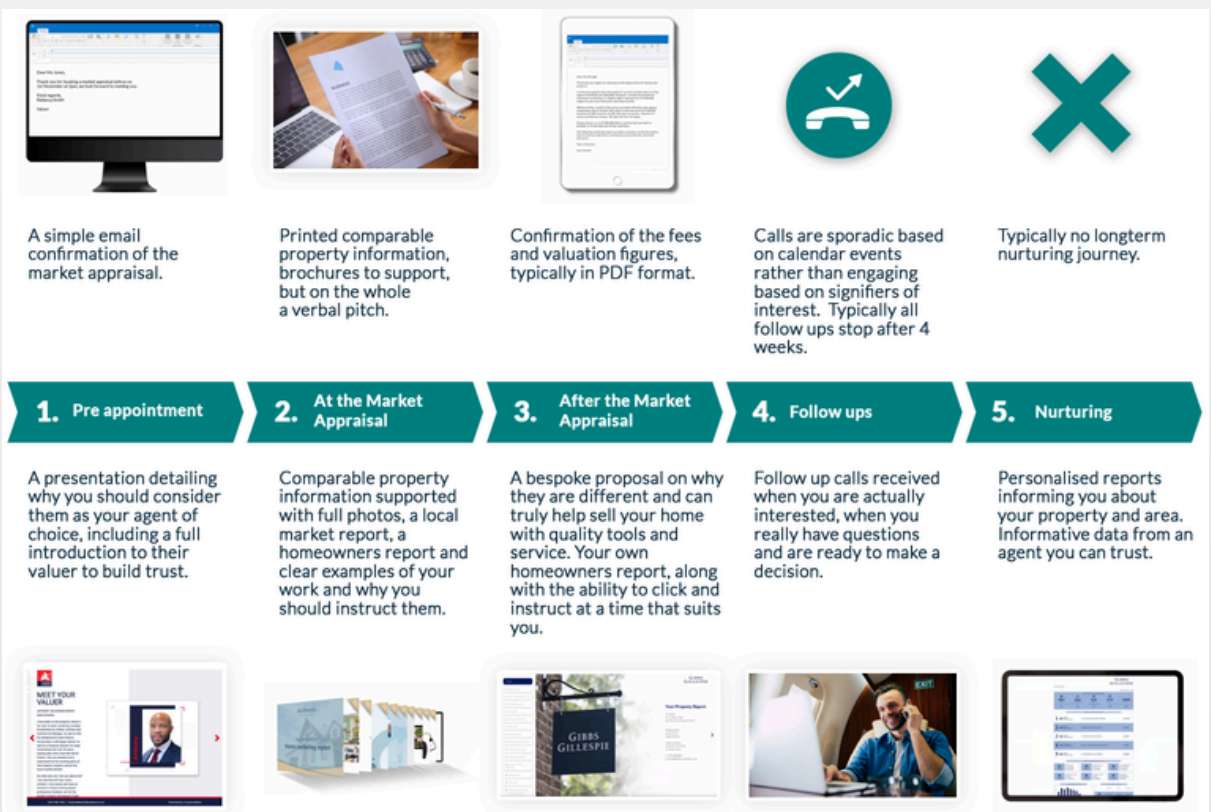
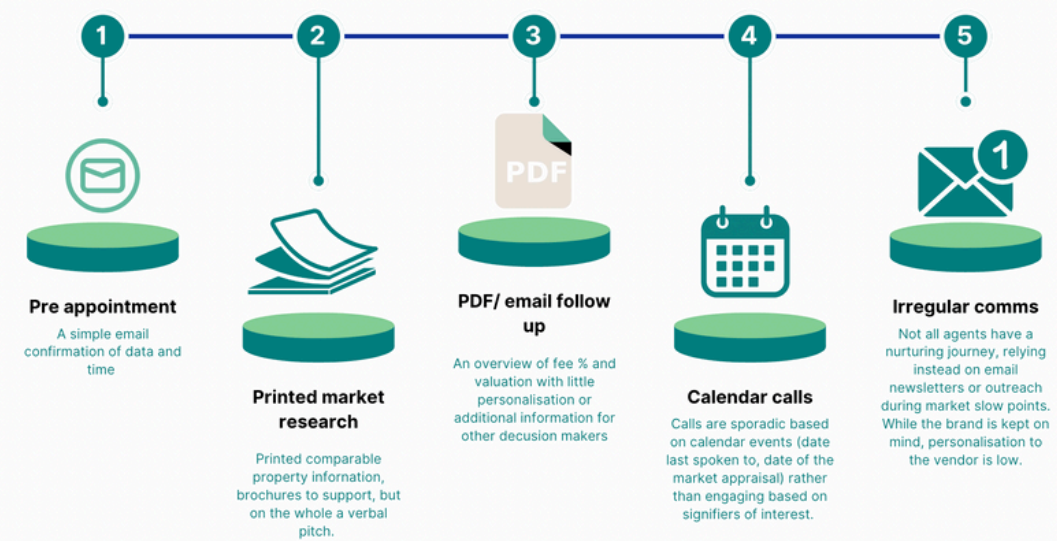


What we know?
7% of valuations convert to an instruction the same day as the valuation is carried out.



The typical agent's journey

In the dynamic world of business, laying a strong foundation is crucial. Discover the fundamental steps to establish a thriving enterprise that not only survives but excels in today's competitive landscape.



RELOCATION AGENT NETWORK



A proud member of Relocation Agent Network

Richard James Estate Agents has been exclusively selected by Relocation Agent Network, the industry leader of global mobility support services, as their exclusive Relocation Agent. As your local Relocation Agent, we work together with around 500 fellow Relocation Agent offices across England, Scotland and Wales, showcasing your property to increase buyer activity. We will also help you with your onward property search wherever that may be.

Benefits of using a Relocation Agent Network member



Social media

**Salesforce**
4,739,540 followers
4d • 🌐

Did you know the first badge was created in 1896 to commemorate Queen Victoria's Diamond Jubilee? Our Trailhead badges celebrate learning and growth. Explore 7 of the 35 we have on the hot topic of AI.

See these insights from [Salesforce Ben](#)

CAREER AI



7+ TRAILHEAD BADGES FOR LEARNING AI

SFBEN

7+ Trailhead Badges for Learning AI | Salesforce Ben

salesforceben.com • 3 min read

 39

1 comment

PREMIUM

Colin Eglington 
Founder, Chairman and CEO STY.Com

Followers 1,846

 Message

All activity

Posts Comments Images **Articles** More ▾



What actually happened to consumer loyalty during the...

Loyalty is on every business owner's mind. From the small salon on the...
by Colin Eglington • 4 min read



Were Goldman Sachs' managers right to send...

At Simply Thank You we work with many of the large banks, building...
by Colin Eglington • 4 min read



Are long service awards dead?

I was looking at some interesting data on search terms around long...
by Colin Eglington • 3 min read



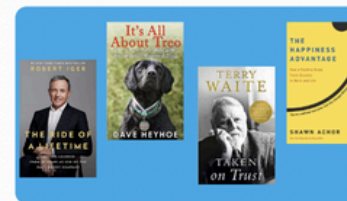
Employees feeling burnt out? Make one simple change today.

Lest we forget, we are still in a pandemic. With some truly dreadful...
by Colin Eglington • 4 min read



Surviving lockdown - lessons from my time as a hostage

As I type, it's a New Year, but not as we know it. Our stay at home order...
by Colin Eglington • 6 min read



A few influential books I've read in 2020

I must admit that finding time to read (beyond a scroll on LinkedIn or...
by Colin Eglington • 3 min read

Small [but mighty] mindset shifts we learned from the experts on

40 MINUTE MENTOR

jbm.

**Salesforce**
4,739,535 followers
2d • 🌐

Lean startups and global brands alike use Salesforce to achieve all sorts of goals - but we loved the challenge from self-driving vehicle company [Cruise](#) to deliver a unified 360-degree view of customers, so they stay on track for their \$1 billion revenue goal.

The results with Salesforce along for the ride?

- 📉 15% cost reduction
- 📞 A 10 x faster contact rate
- ⬇️ 6 systems down to 1

...And that's just the start!



cruise

From 6 systems to 1: How Cruise drives efficiency and boosts productivity.

sforce.co

Social media

New to management... or maybe you're an accidental manager?

If either of these sound
familiar, you might just need
Management Unleashed...



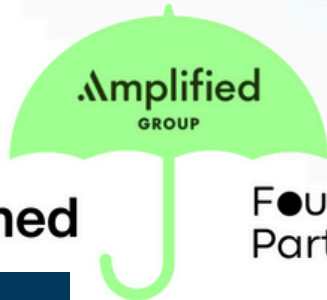
What are the first things
you look for to build a
high-performing team?



If the leadership are

jbm.
We know people.

What does it really
take to build and
lead a high-growth
team?
Lessons from our
sister brands



unleashed

Foundation
Partners

jbm.
We know people.

LOG

The do's and
don'ts of estate
agency
by



kerfuffle

6

Must-have People
& Culture Metrics
for Start-Ups



ANOUK AGUSSOL
MANAGING PARTNER AT FOUNDATION
PARTNERS AND THE FOUNDER + CEO OF
UNLEASHED

Foundation
Partners

Small [but mighty]
mindset shifts we
learned from the
experts on

40
MINUTE
MENTOR

The story so far...

Fyxxer.ai

Foundation
Partners

Social media ads

MAKE EMMA SMILE.

EVERY TIME YOU BUY FROM A SMALL ARTISAN SELLER, YOU CHANGE THEIR DAY.

That's why we're adding hundreds of sellers from the **Inslem** marketplace into **Simply Thank You's** range.

WHAT WILL YOU DISCOVER?
COMING SOON

simplythankyou

acaboom

ARE YOU A VALUER ON THE GO?

www.acaboom.co.uk

RLC Rewards Loyalty Connector

Consider rebates for enhanced gift card sales

ONE HIGH STREET

LOSE YOUR EMPLOYEE-OF-THE-MONTH PROGRAMME

IT'S TIME TO GIVE THEM REWARDS THEY REALLY WANT

Campaign #4

Caption:

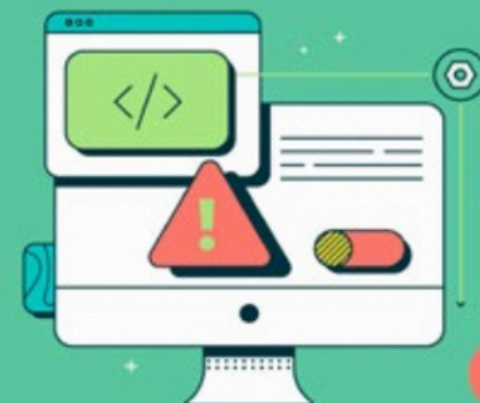
How many security issues on your app has your team had to fix in the last month? And how many have gone back and forth between dev and security? It may seem no matter how much of a security first mindset you try to keep, the same code issues crop up - critical ones, unexpected ones, annoyingly preventable ones -and they slow down everything.

Your developers hate them too. We wanted to address the root cause of app security issues in order to give CTO's back their sleep and developers back their sanity. So, we made GuardRails.

It scans, corrects, and teaches developers how to fix errors in the moment before production, preventing risk and safeguarding your business, and that's just the start. We'd love to show you how it works. Book your demo today.

GUARDRAILS

Your developers are hoping you read this.



TRY US FOR FREE

Campaign #4

Caption:

Eliminate recurring, preventable mistakes in your finance and banking apps with GuardRails and get to market faster without risks. Our technology empowers developers to identify and fix security issues in real time, for less reliance on external checks at production. When security sits at the heart of development, everything improves - even your sleep.

We've helped 1000's of teams like yours. Speak to us today about what's possible.

GUARDRAILS

Kept awake by app security concerns?



TRY US FOR FREE

Social media

life:style Lifestyle Gift Cards
January 11 · 🌐

Who's the real hero in your life?

Most of us have these awesome people around us:

- 😓 The person who always replies to you in the group chat (even if your chat is dusty)
- 😓 The one who's always able to help you forget about the rubbish stuff. If Friday was a person - this would be them.
- 😓 The relative who only ever has good things to say about you. EVER. Failed an exam = Learning curve! Bad break up = They were a total frog.

It's nice to say thank you, but we don't do it enough because it all seems very complicated or time consuming.

So, we've made it easy.

Order a life:style Gift Card - from £5 to £500 - it will come ping to their phone in about 5 minutes. They can choose to shop across 125+ brands, when they fancy.

How nice is that?!

[#LifestyleGiftCard](#) [#EveryonesFavouriteGiftCard](#) [#LifestyleUltimateGiftCard](#)
[#MakingGiftingEasy](#) [#GiftHappy](#) [#OneCardOver125Brands](#) [#GiftIdeas](#) [#RegisterSwapShop](#)

life:style
THE MULTI-STORE GIFT CARD

Choose Value
£20 - £100

125+ CHOICES

125+ brands on one card!

life:style Gift Cards
Ultimate

Orderly
2,593 followers
56m · 🌐

Food waste is a colossal issue impacting sectors from manufacturing to hospitality, costing the UK alone £3.7 billion annually. Discover key strategies for combating this crisis in our latest blog post.

The blog examines potential game-changers like public campaigns, government policies, and mandatory data collection/reporting. It also highlights the challenges businesses face, especially smaller ones, in adhering to these measures.

Wondering how to navigate these complexities? Find out how Orderly's management software can help your business efficiently tackle food waste, leading to both improved sustainability and profits.

Join us in the fight against food waste. Start your revolution today and read our blog to learn more: <https://lnkd.in/e8FpMcp5>

[#FoodWaste](#) [#Sustainability](#) [#Orderly](#) [#Hospitality](#) [#Manufacturing](#)
[#FoodService](#)



RLC Solutions
712 followers
2mo · 🌐

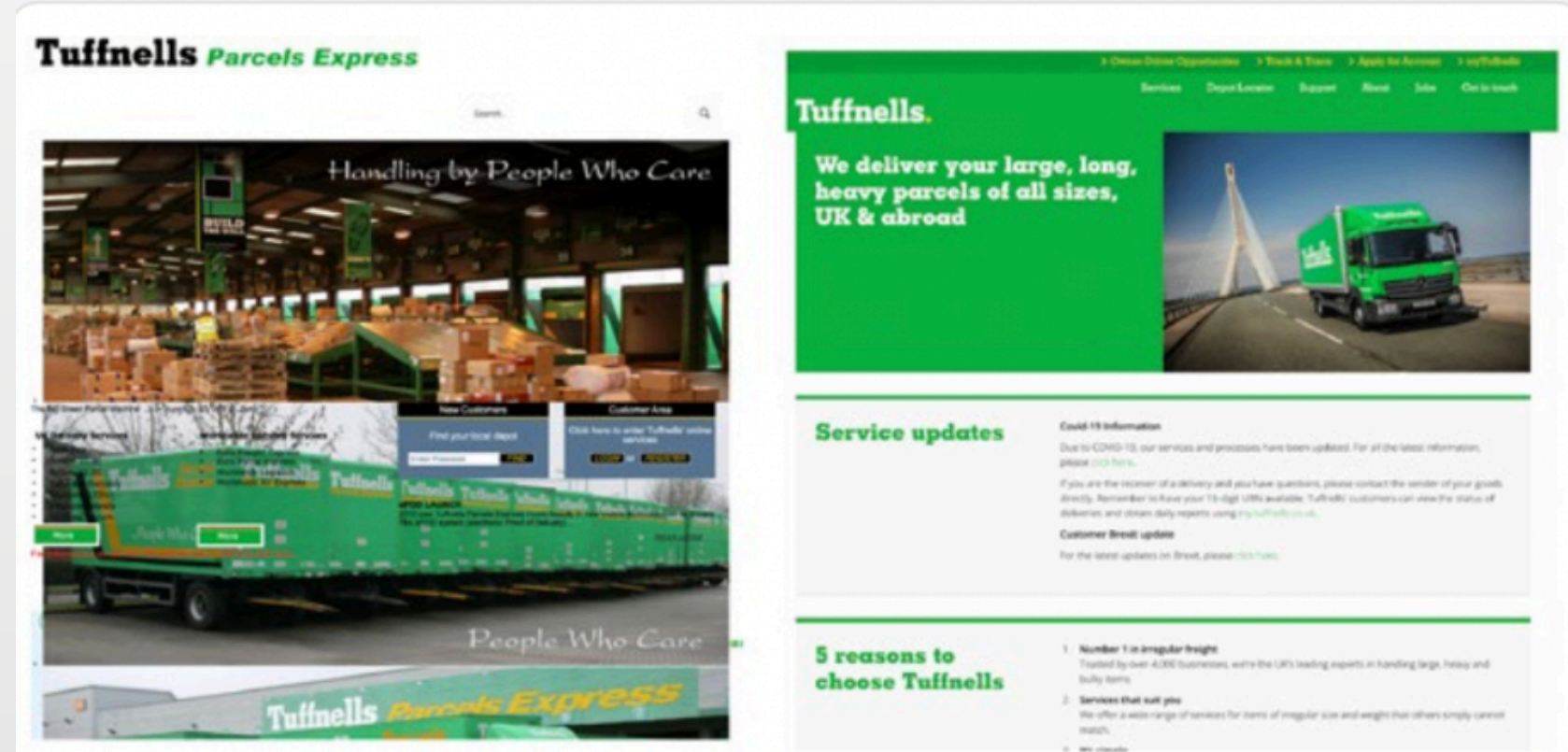
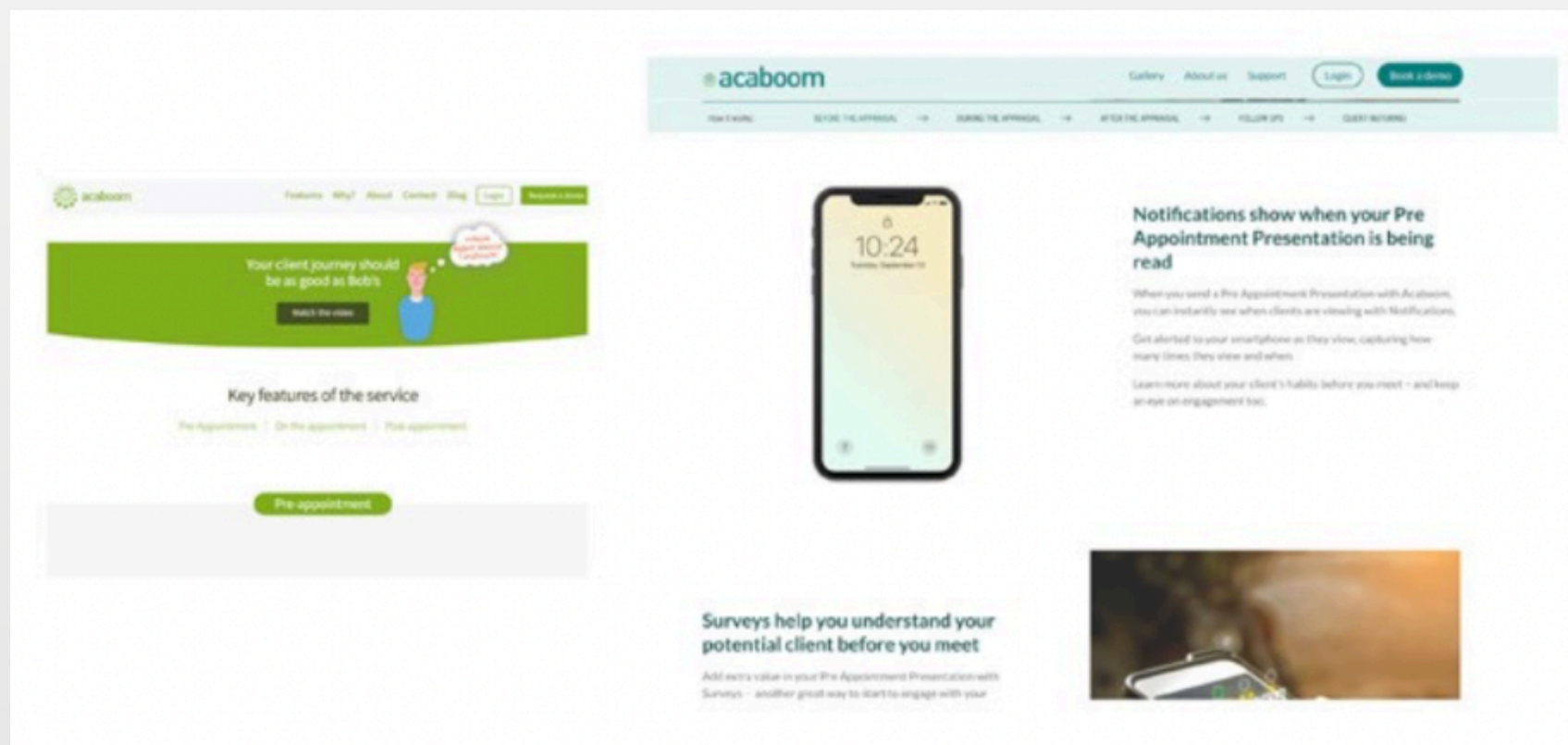
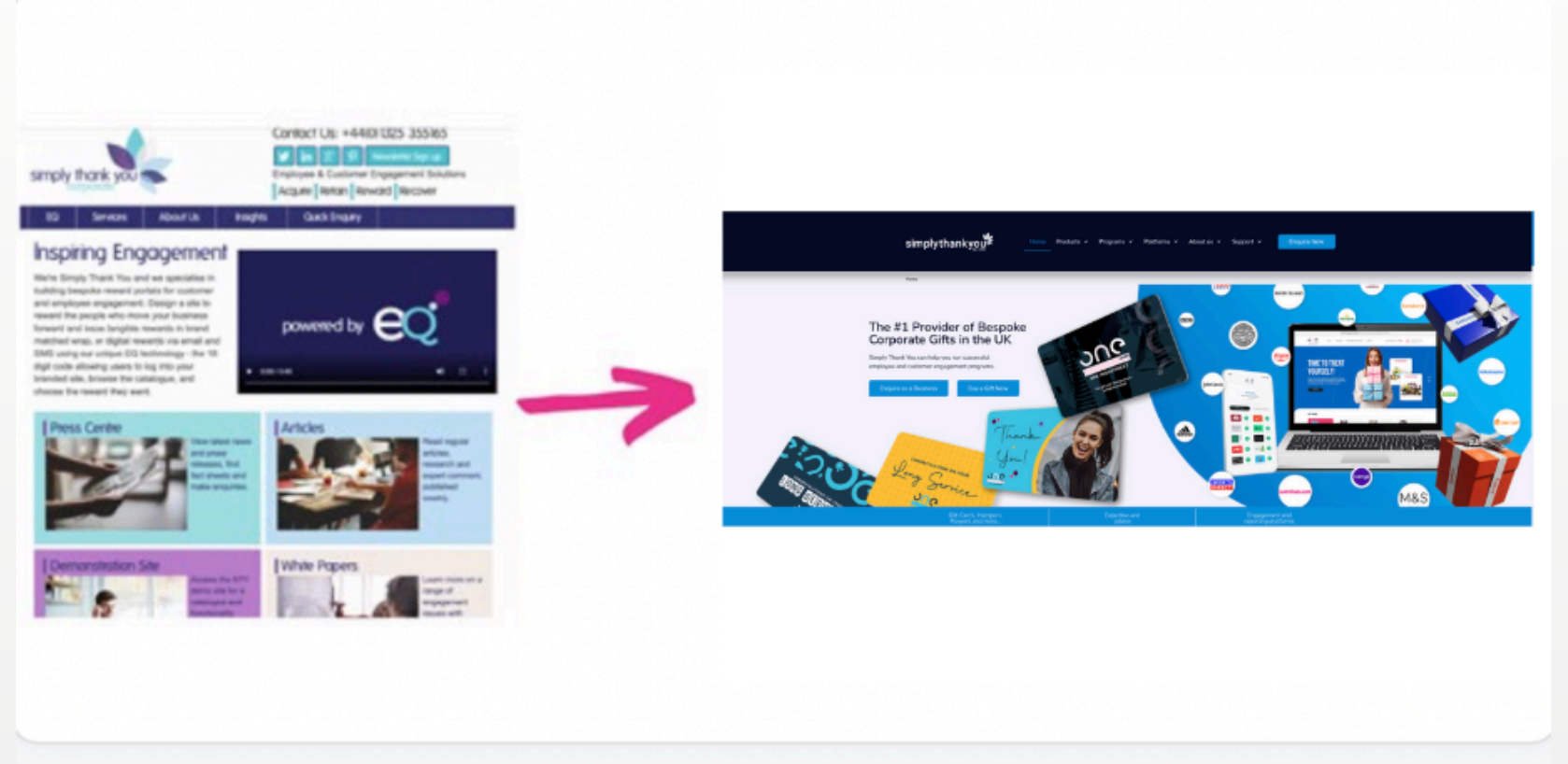
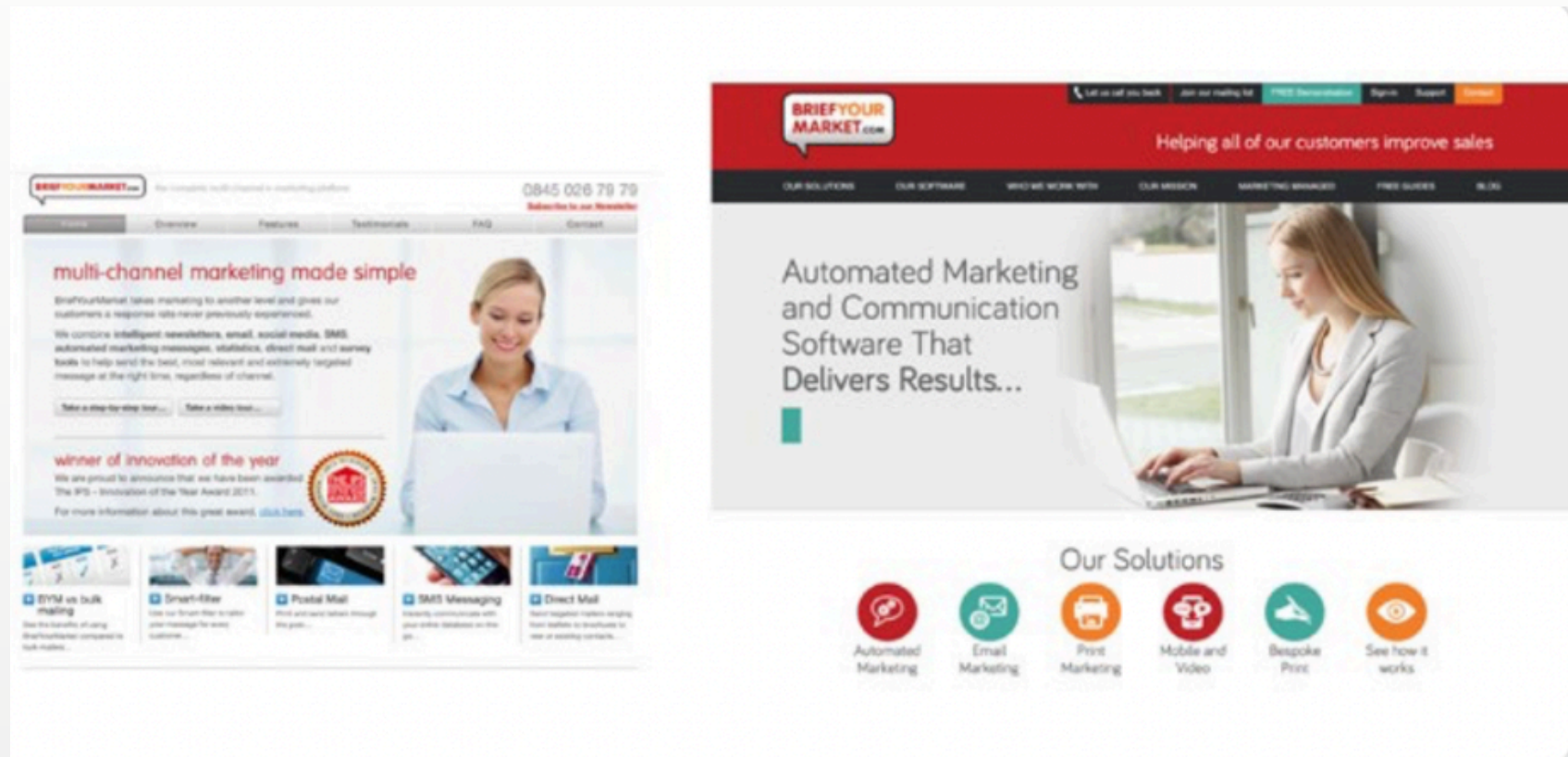
What happens when you play with the default settings on your #giftcard page on your site? Probably a lot more than you think! Get a focus on conversions with just a few tweaks to your #retail gift card page. Here's where we have seen huge changes for clients.

- 📝 **Write like a journalist.**
You'll achieve the biggest improvements by changing your headline's core message. Headlines are extremely important. If your visitors don't like the headline, they won't read any further. A simple yet effective approach is to express your main message in a headline that provides your top benefits of your gift cards - whether it's time saving, always delighting, perfect for every occasion or similar.
- 📝 **Frame your costs.** Use your compelling text to frame the positives of a gift card. £20 may sound too much for a gift - so highlight the alternative - driving to the store, selecting an item, getting a card, wrapping it, posting it - it all adds up.
- 📝 **Try making the "Call-to-Action" button nice and visible.**
Large, brightly coloured buttons often convert better—they draw the reader's attention. This is a great test to run on your #b2c pages.
- 📝 **Remove clutter.** What you share either increases the conversion rate or decreases it—or just takes up space. What images are you showing? How are seasonal campaigns performing? Use eye tracking #software to see what happens when people land on your page!

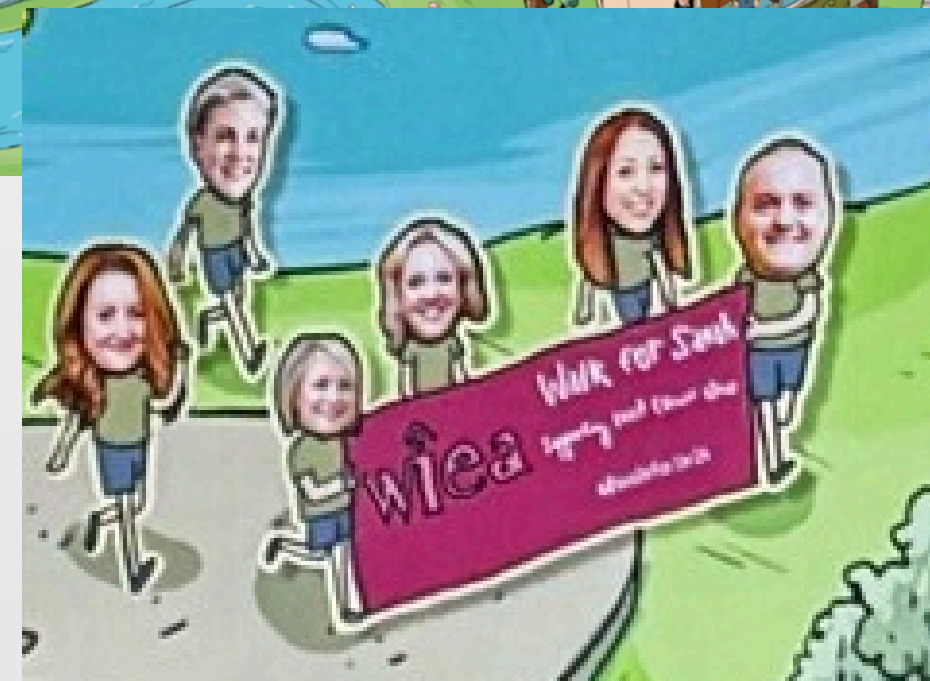
If you'd like more insights, speak to us today!

Top tips: Adjusting your gift card website settings

Website rebrand



Event marketing



Event marketing

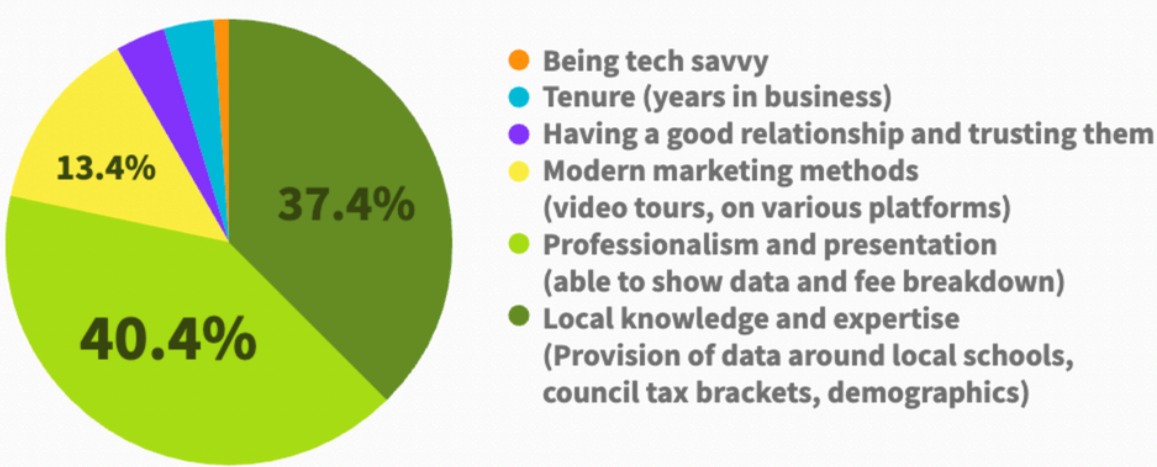


Industry driven content

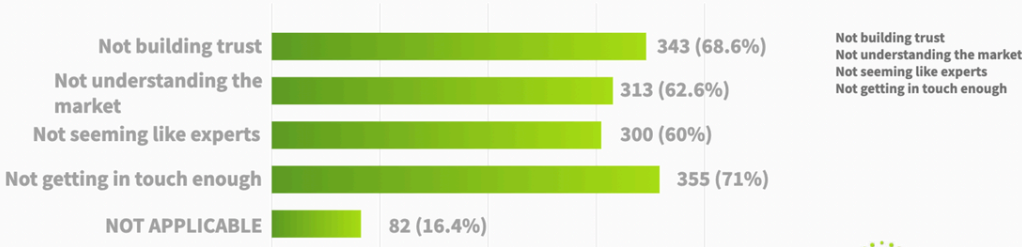


Surveys

What is the most important factor when choosing an estate agent, if money was no object?



If you have sold or bought a home in the last 5 years, what was the biggest issue you had with your estate agent?



HOW DO YOU COMPARE WITH YOUR COMPETITORS BEFORE THE MARKET APPRAISAL?

acaboom	TYPICAL AGENT	ACABOOM CLIENT
Send an interactive pre appointment presentation with reasons to use your agency		
Introduce the valuer with a personalised video		
Prepare your property research in just a few clicks		

Print marketing



The market appraisal toolkit to win instructions

Acaboom is a full market appraisal toolkit that helps leading agents across all stages of the market appraisal. Become resilient against changing market conditions and competitor activity. Acaboom is the differentiator you are looking for to win the instruction.

How we can help you:

1. Before the market appraisal

Differentiate yourself from the very beginning with an interactive presentation that introduces the valuer and your company. Include personalised videos, the reasons they should instruct you and so much more, all before you even meet them. First impressions count, make sure yours does you and your business justice professionally and efficiently.

2. At the market appraisal

Demonstrate a personalised experience with a bespoke toolkit for your valuers. Tailored to each client with rich local property and market data, videos and examples, it's a great way to make your market appraisal more memorable than others.

3. After the market appraisal

Deliver a customised proposal, your agency agreement that is signed digitally by all parties, personalised valuer video and property and market data to your client and convince them the agent they should instruct.

4. Follow ups

Take the guess work out of your clients and get notified the moment your proposal or agency agreement is being viewed. If a client is in making mindset, you can call and then. Meanwhile, smart notifications organise your day, keep track of multiple clients, must for savvy agents.



Wanting a change of scenery?



BE FAST - OR BE LAST







Coast calling you?

Wherever life takes you, we've got the right agent waiting to help you find the right home for the next chapter.

Exclusive Relocation Agent Network member, your perfect match from the best agents

Speak to one of our agents today



Step into your new life.

Wherever life takes you, we've got the right agent waiting to help you find the right home for the next chapter.

As the region's exclusive Relocation Agent Network member, we'll hand-pick your perfect match from the best agents across the UK.

Speak to one of our agents today



Room to grow?

Wherever life takes you, we've got the right agent waiting to help you find the right home for the next chapter.

As the region's exclusive Relocation Agent Network member, we'll hand-pick your perfect match from the best agents across the UK.

Speak to one of our agents today

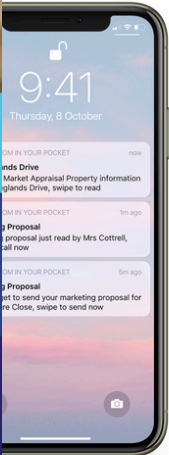


Maybe the grass is greener.

Wherever life takes you, we've got the right agent waiting to help you find the right home for the next chapter.

As the region's exclusive Relocation Agent Network member, we'll hand-pick your perfect match from the best agents across the UK.

Speak to one of our agents today



Beat the clock

Get notified when clients are ready to instruct and win more business

Download on the App Store | GET IT ON Google Play



Print marketing

DON'T LET YOUR DELIVERIES GET STUCK THIS CHRISTMAS

With your peak season coming, it's time to prepare. XDP can help you when you need to send more items and act as a 'back up' carrier – with no commitments beyond the help we provide in your busy season.

As specialists in delivery of large, heavy goods we see a peak in Summer, meaning we have the capacity other carriers don't within the Winter period.

Don't delay in getting set up today – you have nothing to lose and plenty of peace of mind to gain!

Looking for long lasting relief from these common agency headaches? Want to get more from your valuers, and show your point of difference?

We've got just the medicine.

FOR EVEN BETTER DELIVERIES – TAP THE APP!

We are delighted to announce a great new way for you and your customers to track and trace deliveries with the launch of XDP Mobile – a new app available on both Google Play and the App Store to help you and your customers with everything related to their delivery through XDP.

From tracking the driver's location, adding delivery instructions and changing the delivery date to seeing proof of delivery and consignment images and notifications, this is the very best way to have all the information you need at your fingertips!

We would love for you to download the app for your own use, and to encourage your customers to download the app, free of charge, for a great experience whenever they order!

Simply search XDP on the App Store or Google Play and get started today!

Available on the App Store

GET IT ON Google Play

LAUNCHING A CHANNEL SALES INCENTIVE PROGRAMME

Smart heads of business know that however large and recognisable your brand is, to stay ahead of the game you have to have a point of difference.

Consumers are savvier than ever and make fewer 'impulse' purchases than ever before. With review sites, recommendations and Facebook and Twitter at our fingertips to get advice and deals, your marketing team have the odds stacked against them.

The one area that can be heavily influenced is in that of the reseller, where companies go to market via indirect channels, motivating the sales reps that do not directly work for them, known as a channel incentive. The right programme can be used in any service business through to supermarkets, high street stores, wholesalers, independents, car dealerships and can bring about seriously good results. In fact, channel sales incentive programs working with resellers have been shown by The Incentive Research Foundation to increase revenue by up to 32%.

What are the benefits?

The benefits of a programme specifically for channel incentives and resellers is that the effects are long-lasting. Instead of a hit or miss sale to a consumer, your programme can also help increase engagement, education and understanding about your product or service, making any incentive a long-term investment.

As with any marketing incentive scheme, it's essential that you identify the right method and approach to motivate your sales partners - this will ensure that your channel incentives bring a genuine return and drive bottom-line results. Here's what you need to know.

1 Communication

"With plenty of competitors out there, getting the retailers on-side may seem like a challenging objective," says Dan Kelly, Sales and Marketing Director from Corporate Rewards. "To develop the relationship with your key resellers you want to ensure that lines of communication are open and that they are engaged with your brand and informed about your products. Given that they will be selling and promoting numerous competitors as well, you need to find a point of difference that will encourage them to prioritise you. It is important to have a launch kit, sales team incentivised learning and training, tactical campaigns, mid programme momentum campaigns and 'power-ups' as well as plans for any events, reward ceremonies and conclusive events.

2 Understanding

It's critical that for a channel sales scheme to have momentum the incentives and rewards are driven by the state and peaks of your market and the value of the goods. Whilst a case study with quarterly and annual goals might prick your attention, you might need to drive volume, in which case weekly or even daily targets are going to be more impactful.

3 Design

Don't forget to carefully consider the nature of your re-sellers when it comes to how they stay focused. Will you drive competition through league tables? Or will you celebrate success with recognition on a dedicated website, newsletter or magazine? Will points mean prizes and what criteria will you be ranking them against? The right channel incentive programme will have a robust analytics tool that allows you to identify the low-performing and best performing segments of your channel.

3 Key tips for launch

We spoke to Kevin Chamberlain, Business Development Director from Corporate Rewards for their top 3 tips for launching your incentive.

Set up front business goals

It's worth setting some specific KPIs up front. This might centre around shelf space – checkout position or percentage ratio of product on the shelf, it might relate to the price point – a set RRP for brand consistency or you could set training targets to guarantee that the sales team knows your brand inside out. Whatever is important to your bottom line can be communicated and set as a KPI.

Involve the whole business

It makes sense to report back in a % of sales uplift to show the real ROI. We built a platform for Hoover and found that by using an allocated points system, where stakeholders of Hoover could allocate 'values' to each SKU, we could start to build out a rewards system that everyone in the company understood and valued. This programme helped to generate a 270% increase in sales logged year on year.

Don't move the goal posts

We always say that targets should match reward values, offer a number of levels, be time-based and be documented and transparent. By sticking to the targets, avoiding moving the goal posts and reporting regularly on the performance, the incentive programme has a higher chance of succeeding.

eBooks and thought leadership

Digital can change your fortunes

In what is set to become an even more **ultra-competitive market**, estate agents need to think a lot more about marketing and selling through a funnel. If they can consider how they can add value and **continually connect with potential vendors and buyers** using the digital tools at hands. If this is executed properly, your estate agency will be the first and natural choice when that person comes to buying or selling a home.

Whilst vendors have an appetite to make a move (many having had a 'psychological push' from the pandemic) many are still wary as news headlines are creating distrust in the sector.

There is the stat that three in five

unexpectedly large estate agency fees(1), that fees are rising by 42% since 2010 to the present day(2) and that Millennials pay far higher estate agency fees than other age groups.

This creates friction before the viewing is even booked in.

With so many factors involved, and so much information to convey, it's little surprise that the most successful estate agents are employing the power of digital to lift sales and customer interactions because it is far superior to the alternative.

This has been seen across the Prop

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The psychology behind incentives

In order to understand how incentives work, we need to understand a bit about the human brain. The brain is made up of two hemispheres – the left hemisphere and the right hemisphere. The left hemisphere is responsible for logical thinking and processing information sequentially. The right hemisphere is responsible for creative thinking and processing information.

So what is the process of us receiving an incentive and acting on it? It all starts in the brain's limbic system, which is responsible for our emotions and behaviours. The limbic system includes the hypothalamus, which regulates hunger, thirst and body temperature. It also includes the amygdala, which is responsible for fear and anxiety.

When we see something that we want, or that we are interested in, the prefrontal cortex – the part of the brain responsible for decision making – sends a signal to the hypothalamus. The hypothalamus then releases a hormone called dopamine. Dopamine is often referred to as the 'reward hormone' because it gives us a feeling of pleasure when we experience

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5 STEPS TO SUCCESSFUL OFF-SITE PROJECTS AND MEETINGS: A TRAVEL MANAGER'S GUIDE

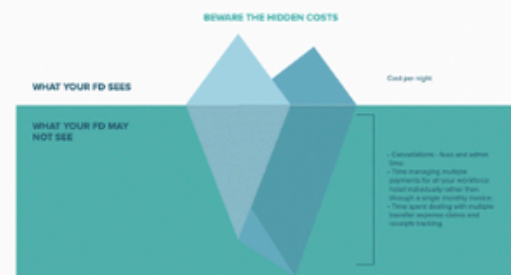
5 STEPS TO SUCCESSFUL OFF-SITE PROJECTS AND MEETINGS: A TRAVEL MANAGER'S GUIDE

STEP 1: HELP SENIOR TEAMS OVERCOME 'COST-PER-NIGHT' THINKING

As a travel manager, it's easy to feel that you sit in an awkward space between the board or the FD and the teams you serve, in order to reach the perfect middle ground on offsite project and meeting venue bookings.

Venues for conventions, events, long-stay crew projects and meetings all have a role to play in moving the business forward, but there can be a disconnect between teams on what the booking requirements should be - and it can be hard when it feels it always comes back to cost, leaving you looking like you aren't listening to your teams - or that you aren't respecting the budget.

Overcoming the 'finance vs the rest of us' disconnect



It can be helpful to share the whole range of facts with your business teams. While the cost per night or room seems the most pressing factor at the offset, there are other factors team members may not have considered.

Some concepts we share with potential customers to highlight to the board are often around the hidden time sink - admin costs such as:

- The effect of cancellations - both hotel fees and admin costs.
- The admin costs of managing multiple payments for all your workforce hotel individually, rather than through a single monthly invoice.

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Binary Forge have recently delivered a combined SaaS portal and mobile application suite for [Detectronic Ltd](#). The solution addresses a range of issues, from poor data accuracy to manual data processing and has enabled Detectronic to realise significant real-world performance improvements.

More information on how we achieved this and the improvements Detectronic have seen: <https://lnkd.in/eZx8vuUK>

Come and speak to us and see how Binary Forge can achieve the same for your business <https://lnkd.in/dVpmGHQa>

Let's forge your digital future!

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DETECTRONIC CASE STUDY

Revolutionize Your Workflow:
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White Paper:

Differentiating Your Estate Agency in a Competitive Market



Tractivity Case Study: Midland Metro Alliance



Tractivity



EVENT OBJECTIVE

Meridian Business Services required a full day and evening event to celebrate their successful year, inviting 100 team members to learn about the company direction and achievements, whilst also rewarding and recognising star employees in beautiful surroundings. With a mission to ensure that all employees enjoyed a special moment of coming together once again following the disruptions of 2020, the space, service, and event needed to reconnect team members and needed to be an unforgettable experience that showcased the best of working at Meridian Business Services.

EVENT OVERVIEW

We visited multiple venues before identifying the stunning Carden park in Cheshire as the perfect place to meet the event brief. We then created a schedule designed to celebrate the company's success and the importance of each employee from the moment they arrived.

The day started with a warm welcome to all delegates and a premium lunch, before a company briefing packed with laughter and engagement. The layout of the room was selected to encourage collaboration and connection, while the impressive views offered a real talking point!

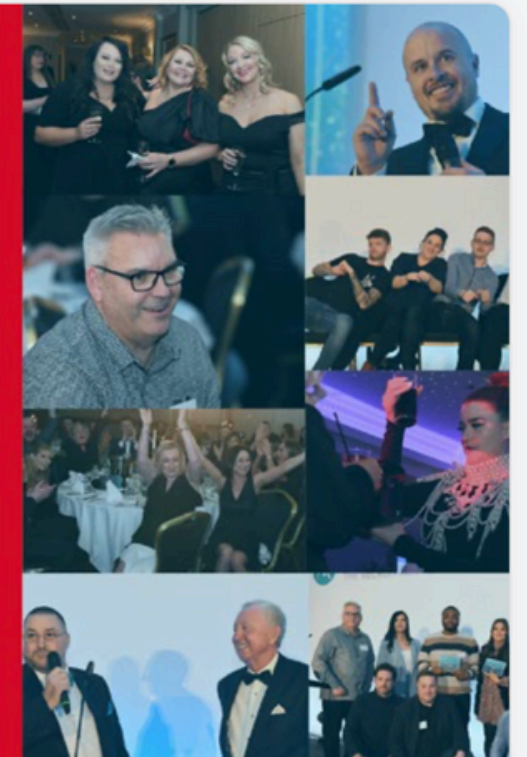
Guests were then invited to get ready for the evening event in the stunning on site accommodation, before a drinks reception at 6.30pm. A delicious 3 course menu was served at 7.30pm, with an open bar serving guests alongside a selection of table wines. For the culmination of the celebrations, we set the stage for an incredible awards ceremony and the opening of the dance floor!

With Motivates taking care of all the AV requirements, full delegate management and sourcing of the finishing touches, ensuring we were on hand in the venue until the last guest left the dancefloor – all Meridian Business Support had to do was enjoy the event!

RESULTS

The event was a brilliant success. By recognising staff and celebrating the company achievements, staff members in a post event survey reported feeling more engaged with one another and having thoroughly enjoyed the occasion.

Comments from the team show many already eagerly anticipating next year's event on social media!



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