

E-BOOK NO 5: CORPORATE IDENTITY & BRANDING

HOW TO COMBINE SMART TECHNOLOGY AND BRANDING

Choice of an appropriate branding through smart technology gives your company a great modern and favorable position.

CONCIERGE BOOKING GIVES COMPANIES A FAVORABLE POSSIBILITY FOR POSITIONING AND A GREAT OPTIMIZATION

Well directed corporate branding enables companies to create a successful and positive image. A clear and concise corporate brand contributes to the company image and benefits all stakeholders and company employees who are your most valuable resource.

CONCIERGE BOOKING has four effective ways to reinforce your brand.

ROOM PANELS & DISPLAYS

We can customize the layout to fit your needs and match the image of your company.



VISITOR CARDS & SELF-REGISTRATION

Create your visitor cards with WIFI codes and barcodes to make it smooth for your visitors.



DESK PANELS/ SENSORS

An agile work environment calls for easy Desk Booking Panels



ACTIVE SIGNATURE

Allows you to insert banner ads, news, text, and links in employee email signatures.



CUSTOMER CASE STORY

CONCIERGE BOOKING for Realdania

TESTIMONIAL

As an IT consultant at Realdania and responsible for CONCIERGE BOOKING, Ken Bordig, who is involved in the decision-making process regarding future modules from Fischer & Kern, says:

“ We are very pleased with the collaboration between Realdania and Fischer & Kern. CONCIERGE BOOKING has given us great time savings and helped to increase employee satisfaction with meeting bookings. The visual effect of the meeting Room Panels, with a great layout and the green and red LED lights, helps our employees who appreciate it every day. ”

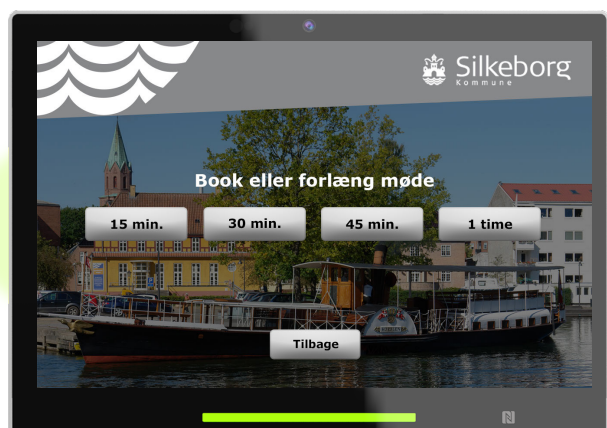
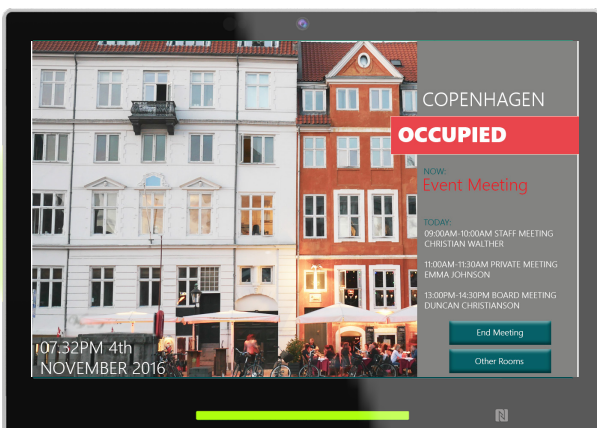
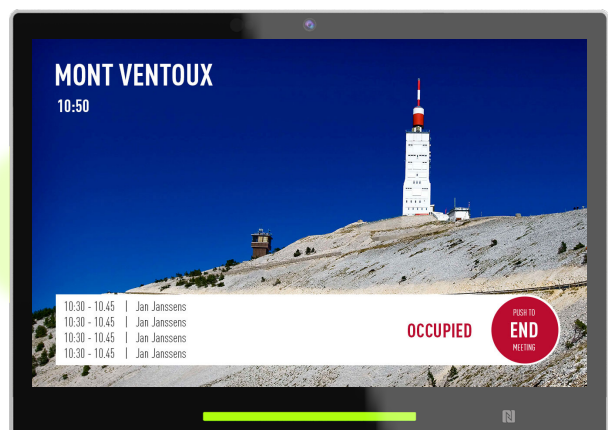
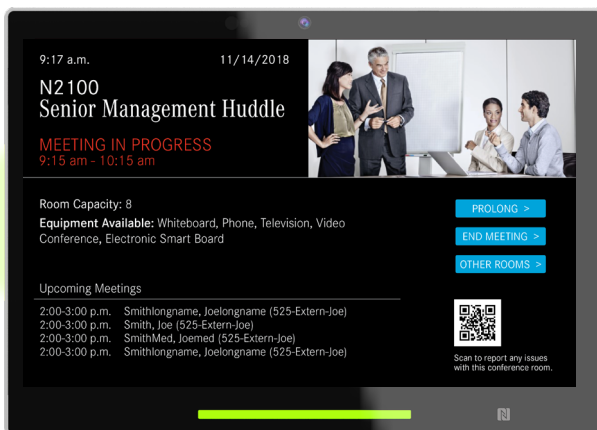
CUSTOMIZED LAYOUT FOR YOUR FISCHER & KERRN ROOM PANELS

Room Panel displays are a very valuable branding tool.

The Room Panel is a screen that hangs in front of each meeting room. The screen's LED lights makes it easy for anyone to see whether the room is occupied or free. It is also possible to see when the next meeting will begin. RFID cards can be used to avoid ghosting. It is possible to set a buffer time of 15 minutes which the employee must have registered on the meeting Room Panel, otherwise the room will be released.

Fischer & Kern has the opportunity to create a layout customized to your wishes. Through a layout guideline it is easy and clear for you to choose exactly what layout that suits you best. It is also possible that each meeting Room Panels have their own picture or number. This unique opportunity for a specific layout is a great idea to use as branding. Your corporate identity can be incorporated, so the panels match your professional expression, which your visitors will see when visiting your company.

With room panels it is thus easy for internal staff to view and book meeting rooms and it seems very professional when guests visit the company.



CUSTOMIZED LAYOUT FOR YOUR FISCHER & KERRN DISPLAYS

Meeting information monitors and Visitor Management systems can be used to communicate corporate identity and marketing messages to employees, visitors and customers. Your conference room displays can be delivered with a one of a kind interface.

The image displays three different configurations of Fischer & Kern monitors in a modern office setting. The background shows a blurred office environment with people working at desks.

Top Display (Light Theme): Shows a meeting schedule for Tuesday, November 2nd, at 08:42. The schedule is as follows:

Room	Subject	Host	Time
Enterprise	UX meeting	Jakob Ohlsen	08:30 - 09:00 STARTED
Enterprise	UI meeting	Flemming Jensen	09:15 - 09:30
Enterprise	Staff meeting	Jonas Hansen	10:15 - 11:30
Primetime	Strategy meeting	Kevin Olsson	08:10 - 09:30 STARTED
Primetime	UX meeting	Jakob Ohlsen	10:00 - 11:00
Eagle	UI meeting	Flemming Jensen	08:45 - 09:30 STARTED
Eagle	Staff meeting	Jonas Hansen	
London	Strategy meeting	Kevin Olsson	

Bottom Left Display (Dark Theme): Shows a similar meeting schedule in a dark interface. The data is identical to the top display.

Bottom Right Display (Registration Interface): A green-themed registration screen titled "Welcome". It includes the text "Please, register here." and instructions: "If you have arrived by car and parked at Danske Spil parking lot - just at the guest parking please contact the reception. Fill out the fields to the right, and be aware that the fields marked * is required." The form has three input fields: "Name*", "Company*", and "Host*". There are "X" and "checkmark" buttons for validation. At the bottom, there are language selection buttons for "EN" and "DA", and the "Danske Spil" logo.

VISITOR CARDS & SELF-REGISTRATION

In our reception module there are many opportunities for graphic branding and professional service.


Incorporated in a Visitor Management System you can easily manage to automate processes such as inviting external participants or informing the reception. When the reception receives an automatic message, they have time to prepare and to welcome your visitors in a professional manner.

Professional visitor cards can be printed in advance or automatically when the guest registers their arrival. Visitor cards can be set up according to your wishes. It is possible to add both names, WIFI, QR codes, logo and other information that may be useful. It is also possible to integrate a temporary possibility of opening lifts and other doors with codes.



A self-registration screen is a great way for visitors to register their arrival and at the same time give the receptionists time for other tasks.

On the screen, the visitors can register their name, company and which host they are visiting. After registration it is possible to set up an automatic email or SMS notification to the host of the visitor's arrival. Fischer & Kern can help you with a customized designed self-registration screen.

Visitor	Logo
Christian Jensen Company	
<hr/>	
	Stella Beck
	01.11.2017

SHOW YOUR INNOVATION THROUGH DESK PANELS

Desk booking and workplace optimization have never been easier with Fischer & Kern's elegant and intuitive Desk Booking Panels with RFID card reader and LED lighting. Desk Panels raises the opportunity of flexible desks with less need for big workplaces.

The Desk Panels provide a clear indication of which desks are available. If you have booked a desk in advance the Desk Panel will display your booking. The Desk Panel can even release a desk booking if the booking hasn't been confirmed via the panel. This will free up desks and ultimately result in less required office space. You can track no-shows and take action towards users that do not show up for their bookings.

This is what you need to make your office smart.

From the Desk Panel, you can easily book your desk for a couple of hours or for the entire day. *Do you need your desk for a longer time than expected? Don't worry. Just extend your booking directly from the display.*

Desk panels with the associated CONCIERGE GO APP can add great value to your business and help signal your innovation and modern identity to your stakeholders.



ACTIVESIGNATURE FOR YOUR PROFESSIONAL EMAIL SYSTEM

ACTIVESIGNATURE

Do you want a professional asset signature, which with logo, colors and font clearly indicates which company the employees are part of?

Fischer & Kern have developed a user-friendly asset signature.

Why not use your organization's emails for marketing? ACTIVESIGNATURE allows you to insert banner ads, news, text, and links in employee email signatures.

CENTRAL ADMINISTRATION

Email signatures on Microsoft Outlook, Webmail and mobile devices are managed centrally by an administrator. Employee information is automatically retrieved into the signatures from, for example, Microsoft Active Directory.

STREAMLINED EMAIL SIGNATURES

You ensure that all employees' email signatures on Microsoft Outlook, webmail, and mobile devices are identical and comply with the graphical guidelines.



BENEFITS FOR VISUAL BRANDING

1

INCREASES AWARENESS ABOUT YOUR COMPANY

2

CREATES BRAND RECOGNITION TO YOUR COMPANY

3

CREATES BRAND LOYALTY

4

EMPLOYEE SATISFACTION

Visual branding through Fischer & Kern products increases employee satisfaction -> Easy to get an overview, easy to book, easy to use.



CONTACT INFORMATION

ABOUT FISCHER & KERRN

We create frictionless and unique workplaces for our customers by providing them with innovative and user-friendly software booking tools. We have been in the workplace optimization and conference room booking software business since 1999 and today we have more than 500 satisfied customers that are using **CONCIERGE BOOKING SOFTWARE**.

We have offices in Copenhagen, New York, and London. We also have a large network of partners who are ready to assist our customers.



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