

Case Study

classicfolios
limited

working in partnership with

OCTAGON

Getting more from Customer Care Packs

Award-winning property developer, Octagon Developments, builds prestigious homes throughout the Home Counties. Renowned for their exquisite styling and highly desirable locations, each property is individually designed to suit its surroundings, incorporating unique design features, inside and out.

A long term client of Classic Folios, Octagon had kept the same design for their manuals and corporate branded binders for over ten years.

So, in Spring 2009, when the company had virtually exhausted their previous order of HomeFolios and were all set to renew their annual contract with us once again, the opportunity arose to offer our free re-design service. We invited Octagon's sales and customer care teams to our offices to review their handover presentation and discuss all the different options now available to refresh and improve their packs.

In the words of Ted Birch, Director of Customer Care at Octagon:

"We were offered a myriad of choices ranging from improvement to the manual itself and different presentation formats to the introduction of pictures and content streamlining (making it easier for the client to read and use). Introducing thicker, frosted tabs finished off the package and all at no extra cost, which I was obviously delighted to hear.

We were also introduced to the 21st Century by the advent of "on line hand over packs" which we decided to add to the package. This offers the facility of computerised links to various suppliers; a great boon if you can't find the instruction booklets!"



Specification

Following our collaboration with the team, a more contemporary Folio specification was chosen. Manufactured from dark green recycled, matt finished, bonded leather with white foil blocked logo, back-mounted ring mechanism and squared spine.

The manual, previously text only, now incorporates beautiful imagery throughout, with page designs that align the presentation more closely with the company's identity and luxurious property style.

The end result?

Octagon is delighted with the design refresh work; so much so that a number of manuals for previously completed plots are being re-issued in the new style, with the addition of the on-line access. And equally satisfying has been the reaction from end users; In a recent letter thanking Octagon staff for a job well done, one couple had a particular mention for the quality of the customer care handover manual: **"PS. the Owner's Manual is most impressive..."**

