

CASE STUDY

Heating up direct audience engagement in the fire service

Optevia, now an IBM company, approached Mantis to raise awareness of its fire services software application direct with the fire services in England and Scotland. During a period of well documented loss of fire personnel lives and the public, damage to historical buildings and the Government's failed FiReControl initiative, improved fire safety and awareness systems were hot on everyone's agenda.

Yet, blighted by continued austerity, the need to do more with less and working with predominantly paper based systems, the fire services were struggling to meet the demands of government and the publics that they serve.

Based on Microsoft Dynamics CRM, the Optevia application helps reduce the cost, improve efficiency of commercial and community fire safety. This is the story Optevia wanted to tell.

Optevia tasked our team with:

1. Building a better profile for its business with the individual fire services in the England and Scotland
2. Providing a platform to demonstrate its solution in a face-to-face environment
3. Creating an environment for ongoing dialogue with the fire services in England and Scotland
4. Lead the debate on the role of technology in improving fire safety for both service personnel and the publics they serve

OUR APPROACH

We wanted the Optevia story to be credible, timely and impactful – it had to resonate with the audiences it was trying to influence.

We identified an existing fire services champion of the Optevia solution – Kent Fire and Rescue Services (KFRS). We briefed and, worked with the key programme manager, to develop an initial user case study. That study focused on the status quo pre the system going live and looked at the situation after 6-months following the system installation. The figures spoke for themselves – increased numbers of emergency calls handled, increased volume of pre-emptive fire safety visits and with greater visibility of the most vulnerable sections and areas in the community – allowing KFRS to focus resources accordingly.

The study was used to as our initial outreach to the relevant target audience. By working with all the key emergency services media and technology media, we secured maximum visibility of Optevia and its fire services application.

Following the initial media outreach programme, and as a result of a trusting and collaborative partnership Mantis had developed with the key programme manager, the campaign hit its next phase of direct audience engagement which focused on a series on regional roadshows to demonstrate the Optevia solution to the England's and Scotland's fire services.



Organised to ensure national reach, Mantis developed a South West, Central, London, North East North West and Scotland event programme. Mantis was responsible for the initial event invitation, targeting of delegates and securing their attendance.

To ensure conversation and awareness continued post the event, Mantis created additional thought leadership content – maintaining visibility across all key media publications and therefore a continued profile of Optevia and its solutions in front of their key audiences.

Tim Vernon, managing director of Optevia commented: “For us, Mantis was more than just a PR agency. They were a true partner in every sense of the word, using their extensive content generation skills and experience in creating user friendly events to put us in front of at least 80% of all fire services in the England and Scotland. The three roadshows they arranged for us enabled us to speak directly to our prospects and create long lasting meaningful relationships that resulted in net new business for us. That coupled with their superb media relations skills, whereby we were featured in all emergency services related media, ensured we were known making the sales process far warmer than it otherwise would have been.”

RESULTS

- We worked with KFRS to develop a user case study that was published in key emergency services and relevant technology media – securing x5 individual pieces of media coverage
- x5 product demonstration roadshows, resulting in nearly 80% engagement of all fire services in England and Scotland
- x1 whitepaper focusing on the role of Dynamics CRM in improving fire safety and efficiency
- x2 thought leadership pieces placed in relevant media

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