

# CUSTOMER CASE STORY

## ACTIVESIGNATURE for ALBOA

ALBOA, a cooperative housing society, has always struggled to present as a single cohesive unit. ALBOA has always been aware of the importance of presenting itself in a professional, unified manner, but has had difficulty doing so. One of the challenges faced by ALBOA has been their lack of centralized control or administration of the email signatures. Therefore, it was decided to look for a solution which could administer the organization's official email signatures.

The employees at ALBOA spent a lot of unnecessary time working out their own individual email signatures in Microsoft Outlook, which therefore were also very different. One of the problems was that a great deal of the employees did not use signatures in their emails at all, while others worked out their signatures depending on how they thought they should look. Because of this, a lot of the IT-department's time was spent on supporting the creation of these signatures. It was clear that it was necessary with a solution, which could make ALBOA appear as a professional and homogeneous organization towards the public. The choice fell on ACTIVESIGNATURE.

## TESTIMONIAL

After the implementation of ACTIVESIGNATURE, the e-mail signatures at ALBOA are now administered centrally and the employee's emails are used to communicate various news and messages. ALBOA has also benefitted from other functionalities in ACTIVESIGNATURE, as it has been necessary for ALBOA to provide some departments entirely with their own email signatures. In ALBOA, ACTIVESIGNATURE has really been a great advantage and as IT-administrator, Mikkel Dam Junker describes:

*"I consider ACTIVESIGNATURE to be one of the most genius add-ons for the Microsoft Office package."*

In particular, the IT-department has felt the effects of how ACTIVE-SIGNATURE has made support questions and errors in email signatures superfluous, just as the solution has simplified the overall email administration.

Mikkel Dam Junker believes without doubt that ACTIVESIGNATURE has strengthened the corporate identity of ALBOA.

The logo for ALBOA, featuring the letters 'ALBOA' in a bold, sans-serif font. The 'A' and 'O' are grey, while the 'L', 'B', and 'O' are orange.

“ I consider ACTIVESIGNATURE to be one of the most genius add-ons for Microsoft Office. I can only recommend ACTIVESIGNATURE, and in my opinion it is the only professional offer on central administration of email signatures. ”

Mikkel Dam Junker  
IT-Administrator  
ALBOA

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