

STAY RELEVANT

CASE COMPETITION

COMPANY: SystemRens

NAME AND ADDRESS OF COMPANY

<i>Name:</i>	<i>SystemRens ApS</i>
<i>Address:</i>	<i>Klamsagervej 16, 8230 Åbyhøj</i>
<i>Web:</i>	www.systemrens.dk

CONTACT(S)

<i>Name:</i>	<i>Frederiks Søgaard Poulsen</i>	<i>Name:</i>	
<i>Title:</i>	<i>Founder and CEO</i>	<i>Title:</i>	
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DESCRIPTION OF COMPANY

SystemRens provides services to private households and industry, including cleaning of gutters, tiles and various surfaces using environmentally approved products.

The company was founded by Frederik Søgaard Poulsen to raise the standard and increase the use of environmentally approved products. The focus is on high service, competitive prices with a price guarantee, good service agreements and dialogue with customers, in which the customer is assigned a specific contact person. Quality and satisfaction are also key factors, which is why customers always get a cleaning certificate with before and after pictures. The company takes pride in creating a good result.

The communication tasks of the company are performed by founder Frederik Søgaard Poulsen and consist of maintaining the website as well as producing and distributing various marketing materials.

COMMUNICATION CHALLENGE

As a new player in the market, SystemRens has many different challenges in relation to communication. Basically, the company has a desire and a goal to increase the level of awareness of its services and thereby increase sales. Without this there is no business.

The biggest challenge in this regard is to differentiate the company from other providers, establish contact with customers and “kick down the door”. This challenge involves defining target groups (private and industry) as well as targeting communication efforts.

COMMUNICATION TASK

SystemRens needs help drawing up a concrete plan for communication initiatives that can increase awareness of/position the company and its products/services in relation to the target groups. An important part of the plan is defining the target groups and adapting/differentiating the communication.

The plan can also be accompanied by specific examples of implementation/execution.