



# CAMPAIGN News



## Thanks to you – we, and many others, are still alive and kicking!

As you probably know by now, Eurogiro has started a campaign. The objectives of this are:

- to recognise the effort made by every person working with Eurogiro transfers.
- to give Eurogiro a ‘face’.
- to increase awareness of the Eurogiro system among everybody working with Eurogiro transfers within our member institutions.

The campaign is based on existing information, telephone interviews with selected members, and input from the Eurogiro PR & Marketing Group which also included the work of an advertising company on a couple of concepts. Finally, after a lot of hard work, the idea that was met with approval by the Eurogiro Board was the ‘Thanks to you’ concept, in which we seek to recognise the effort made by every person involved in Eurogiro transfers.

Despite the advent of technology, at the end of the day, products are processed by people. And it is those people that play an important part in what makes Eurogiro payments possible. They are the reason why someone, somewhere in the world is able to send money to someone, somewhere else. The people who process Eurogiro transactions are assisting others to save money in the way that they send money, while also helping their employer to realise a profit.

Here at Eurogiro, we like to think we fully recognise the face behind the technology. This is the main reason why we have started this campaign. We wish to acknowledge your efforts, your help and, above all, your dedication, because much of the success of Eurogiro is ‘Thanks to you’.

In many ways, the Eurogiro community can be characterized as being one big family. The limited number of members and the way we all work together (for instance, at seminars, projects, work groups) all contribute to the creation of strong links between those responsible for Eurogiro. However, there remains around 1000 Eurogiro people ‘out there’ with whom we rarely communicate and, even more rarely, meet. We are using this campaign as a communication medium and, through the campaign photos we have received, we are able to put faces to the voices of other family members.

Despite the cultural differences, we are attempting an umbrella approach which, we hope, will communicate an overall positive message and spirit. In this way we are sure that we can achieve our three goals, to educate, to motivate and to reward.

Our aim is not for a long and expensive campaign. In fact, we have planned for a campaign lasting about six months and finishing in December.



It is important for us to mention that it is not Eurogiro’s intention to interfere in the member institutions’ marketing work. We hope the ‘Thanks to you’ campaign is seen merely as an opportunity for our members to add value to their own institutions.

To date, we have sent out posters (two different designs), bowls of sweets and mouse mats. This campaign newsletter is our most recent venture. As you will see from the photos, we have received feedback from several of our members. This, together with oral feedback, is extremely valuable to the

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### Deutsche Postbank AG, Germany

Right side: Mr. Jürgen Sauer – Head of International Paymentprocessing. Left side: Mr. Karl-Ludwig Rohe - Head of International Enquiry-department and some colleagues of their stuff in our branch in Saarbrücken.

# CAMPAIGN *photos*

**Croatia Post Inc, Croatia**



From left to right – Ms Marija Palic, Mr Ibor Mandic, Ms Marijana Seretin and Ms Gordana Loncar.

**Sampo Bank Plc, Finland**



Standing from left: Kirsi Tikka, Marja Koppinen, Leena Heinonen. Sitting from left: Arja Hellén-Manninen, Kimmo Peltonen, Anneli Holopainen.

**Postova Banka a.s., Slovakia**



Right: Mrs. Jarka Gramblickova – Operator, Mrs. Maria Borovska – Director of the International Postal Department, Mrs. Zita Mihalyova – Operator, Mrs. Darina Janicova – System Manager, Miss Jana Madarasova – Query handling officer, Mrs. Olga Haasova – Product manager, Mrs. Jana Bartosova – Site and Host coordinator, Mrs. Martina Gllitova – Operator, Mr. Stefan Repasky – System Security officer, Mr. Pavel Bordac ex-General contact person.

**Girobank PLC, United Kingdom**



Elaine Lea, Lin Creevy, Chris Speed, Charles Taylor, Director, Commercial Banking Services, Helen Connolly, Ian Hardcastle (admiring balloons), Barbara McCarthy, Sheila McGrath.

**Poste Italiane S.p.A., Italy**



From left to right – Massimo Murè, Giulia Severa, Bruno Giordano, Silvana Della Casa, Rosangela Di Silvestro, Maria Virginia Napolitano, Pierfilippo Sabatini, Marina Valdinoci, Laura Stella, Anna Maria Massaccesi, Gisella Bove, Antonella Marrucci, Stefano Affabris, Emanuela Agamennone, Paola Pirrone, Sandro Saccucci, Elena Restano, Sandro Spagnoli, Sandro Sestili, Elisabetta Castri-chella, Giancarlo Calleri, Franco Bono, Orlando Malatruccho, Stefano Ormario, Edgardo Stocchi.

**Postgirot Bank AB, Sweden**



From left to right – Aylin Alce, Chistina Herlitz, Marjukka Miettien, Pirkko Johansson, Birgitta Hammarström, Milja Vinteräng, Martin Nilsson, Raija Hörnberg, Lovisa Jarneklo, Thomas Engkvist, Majja Jirhage, Kersti Tollstam, Agneta Alberts, Monica Westlin, Kristina Nylund, Jadwiga Geuken, Virva Leskinen, Sriya Padmaperuma, Joo Leng Lee, Johan Hörnberg, Aira Akhtar, Katja Pentikäinen, Lars-Erik Gerhardsson, Agneta Jakas, Sofie Westlin, Christin Lindestaf.

*We are the team that handles Eurogiro transactions at Operational Department at Postgirot Bank, Sweden. Behind us on the wall you can see the nice posters we have got from you. The campaign reminds us that we are involved in the excellent service which is significant for Eurogiro. The best part of being a member in the Eurogiro Community is the nearness to other members. It is easy to have a close relation and every member is doing their best for our customers. We are proud of belonging to the Eurogiro-family.*

**Swiss Post, Switzerland'**



Team Infocenter international payments: from left to right: Ruth Bühler, Susanne Kurth, Maria Di Bartolo, Daniel Wyssen.

**N Post, Ireland**



Miss Sabrina Megan.

**La Poste, France**



– And the Eurogiroteam from France.

**General Directorate of Posts, Turkey**



From the left to right – Mehmet Kartal, Cem Nadirler, Nedet Akkus, Çimen Pekbay, Arif ORTAKAYA, Yasemin Çelik, Selma Karakasoglu and Gülay Ilhan.

**La Poste, Belgium**



Hugo VAN DEN BREMT – Isabelle DUTRANNOIS – Bernard BORSU – Rosine ROTTIERS – Andrien DETROZ – Fernande LARET and Mr Frans BERT in the middle.

**P&T Luxembourg, Luxembourg**



First Row: Christiane Bley, Chantal Kops, Danielle Biwer, Eliane Kleuls, Romain Baustert, Victor Fernades. – Second row: Peggy Andring, Monique Seil, Martine Scuster, Alexis Thill, Henri Weis.

## THE EUROGIRO PRODUCTS

- Standard account payments to member or third party customer's account
- Urgent account payments to member or third party customer's account
- Standard cash payments (Money Orders)
- Urgent cash payments (Western Union)
- Bulk payments
- Cheque payments
- COD (Cash On Delivery)

## Eurogiro services throughout your organisation

Eurogiro is a unique concept in cross-border payments. By delivering the right information to the right people, Eurogiro can service all departments in your organisation involved in cross-border payments. Straight-through processing in the operational departments is promoted by the system features as well as by the information tools of Eurogiro. New solutions like the special pension payment schemes and a branding concept support the work in product management and marketing and sales departments, all aimed at increasing customer satisfaction and creating new sales for your organisation.

### Transparency

With Eurogiro you can offer your customers transparency in cross-border payments. Eurogiro provides fixed time scales so that payments can reach their destination on time. Furthermore, the information tools of Eurogiro provide full price information on account transfers – also on customer charges in the receiving end. Thus Eurogiro will put you in a strong position in your local market, because your cross-border payment products will have unique features, not easily copied by others!

### Quality

The combination of system control and efficient co-operation based on common procedures between members has for several years given an excellent Straight Through Ratio (STP) for payments via the Eurogiro System. The high quality gives immediate benefits to the customer and reduces your organisation's cost of processing a payment.

### Coverage

Eurogiro has a dense coverage in Europe via its members who, in most cases, are connected to other banks through the domestic clearing system. Furthermore, Eurogiro has members in North America, Asia and Africa, and the number is constantly growing.

Through electronic gateways to other systems, Eurogiro achieves the global geographical coverage on products such as payments to accounts in USD and cash payments (Western Union).

Eurogiro thus has coverage to retain and develop business with links to almost all countries in the world.

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Eurogiro marketing team. While giving us an opportunity to make alterations to the campaign, the feedback also serves as a guideline for future marketing activities. The photos we received, in terms of both quantity as well as quality, have been beyond our wildest expectations. As you know, we promised we would refill the winner's sweet bowl, but it is not going to be an easy task identifying the winner!

When we began the campaign, our hope was that it would be well received and maybe even make a normal working day a bit more sunny for those involved. So far, judging from your enthusiastic feedback, it has been well received although we have not always been able to guarantee the presence of the sun! That said, we sincerely hope you have enjoyed and will continue to enjoy being part of the 'Thanks to you' campaign.

### Eurogiro PR & Marketing Group

It is essential for the Eurogiro marketing department to have and maintain a close relationship with the members to allow it to remain as cost-effective and structured as possible. By receiving feedback from the member countries we can ensure that our activities are tailored in the best interests of the members and, in addition, obtain the best results for our efforts.

The PR & Marketing 'Ad Hoc' Working Group began operations at the beginning of 2001. The Group acts as a generator for ideas and as a reference group for the Eurogiro marketing department. It contributes ideas for, among other things, the newsletters, PR activities, market research, member activities, the homepage, and best practices to increase the use and knowledge of the system and products.



### Österreichische Postsparkasse AG, Austria

Christa Kaider (Eurogiro Contact person), Karin Brochmann, Ronal Hufnagl (EG product manager), Claudia Lukac, Brigitte Zivny (head of outgoing int. Operations), Marianne Greiner (head of incoming int. Operations), Renate Maksai, Andrea Huber, Tamara Koller, Renate Hauer, Claudia Oswald, Veronika Kanzler Head of int. Operations), Michael Stojkovski, Rosa, Ackan, Reinhard Pollak, Sylvia Kosicek, Christian Fex, Markus Engelberth. – On top (beginning right) – Ernestine Zapfl, Tina-Maria Resch.