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COMPOSING AND DEPLOYING A BESPOKE SOUNDTRACK

Santander Cycles is London's self-service, bike-sharing scheme for short journeys. The scheme is contracted by Transport of London with Santander being the main sponsor since April 2015. Users can hire one of the 13,600 bicycles from any of the 839 docking stations in London for as little as £2. Serving over 40 million riders since its inauguration in 2010, Santander Cycles wanted to create an exciting Contact Centre customer experience for the new brand.

In order to exceed expectations, our award-winning creative team studied the Santander Cycles marketing collateral and texts. This research, combined with our unique creative workshops birthed the 'Hire, Ride, Return' strapline. An essential part of the launch, this strapline accurately represents their brand and resonates with their customers. The creative team deployed this strapline to create a bespoke audio track bursting with creativity, air and catchy motifs. During a live recording session at the Premier Head Office in Laverstoke, Contact Centre Manager, Chris De Souza told us, "I've not played it to anyone who hasn't just gone... 'wow!'..."

It was really interesting to see how our team could write, record and deploy the entire production from start to finish. I was delighted with the work they did, and so was Chris!

THE RESULTS

- Award-winning original audio production
- Multi-channel deployment
- Reduced perceived in-queue & wait times



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