



SELF-SERVICE BY DESIGN

Neo are a custom design and technology company specialising self-service kiosks. They help their clients deliver 24/7 customer service, anywhere and everywhere. Neo's custom designed kiosks are in use throughout Australia, Asia and Europe, for applications as diverse as passport checking, photo processing, ticketing, wayfinding, shopping, gaming, paying bills, carrying out health checks, managing correctional institutions security and HR.

Kiosks can be sited outdoors, put through their paces by inexperienced users, or be literally thousands of miles from the nearest technician – so Neo designs them to be tough, easy to use and easy to service and hangs its hat on having the longest warranty in the industry.

Neo has been successful for many years, but when Managing Director Mike Mitchell took on the leadership in 2015, he wanted to ramp up and deliver greater growth. That meant winning new clients as well as continuing the excellent relationships Neo had cultivated with existing customers.

A FOCUS ON VALUE

Mike knew it was important to communicate Neo's value – to focus on their design and custom-build skills, and how those translated into benefits for users. Neo not only deals direct with clients, but also partners very closely with leading systems integrators who build Neo's technology into end-to-end solutions, and it was important to ensure the message resonated with them as well.



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"As engineers, we were very good at telling the world about our technical skills and production processes", explains Mike. But we knew that in order to continue to grow the business, we had to be able to communicate our value, in terms our customers and partners would understand."

The website was the first port of call for the refreshed message and Neo engaged Words2Win to help get the right content onto a newly designed site.

IDENTIFYING THE MESSAGE

Carol Benton of Words2Win started by facilitating a workshop to draw out the key messages that Neo wanted to communicate. "The workshop really clarified our value proposition and messaging", says Mike. "We worked through what we offer, our target audiences and how we benefit them. We solidified our positioning and the strategy behind our communication"

But Neo didn't want to base the content solely on its own views, and asked Words2Win to design, carry out and report on a survey of some of its key customers and SI partners.

The outcome of the workshop and the customer survey were used to shape the web content.

Neo's kiosks are used in such a wide range of situations, and perform so well, that the company has a host of great customer stories. These form an important element of the web content. "The best way to explain how we add value is through our customer stories," says Mike. "Words2Win wrote some new case studies and refreshed our existing ones."

SHARING EXPERTISE

Sharing useful information was another key strategy behind the content on the site. "Being a technology company, there are a number of things that we take for granted, but which our customers don't necessarily know", explains Lindsay Frost, Neo's Sales Manager. "Carol helped us to identify pieces of our knowledge, like ergonomic and anthropometric design, and the pros and cons of different touch technologies, and put them into explanatory articles. They help us get found in searches and offer real value to site visitors."

The result has been a clear, consistent and customer focussed message, delivered through a website that is engaging, informative and which is driving business growth for Neo.



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