



SolcaraSpotlight
Connecting communicators
to enhance reputation

Managing Corporate Reputation at Thomas Cook Airlines

Organisations face an increasing need to provide timely, consistent and accurate information, particularly in reaction to the media frenzy that prevails during a corporate crisis: faulty product recalls, environmental disasters, fraudulent directors etc.



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Thankfully these are (still) rare. But every activity involves some form of risk; things will go wrong, incidents happen every day. Effective communication at all times is key to a corporate reputation that may have taken decades and millions of pounds to nurture.

Take for example, Thomas Cook Airlines, Europe’s largest charter airline with a fleet of well over 80 aircraft, and one of the most widely recognised and respected brands in the world.

“When you are responsible for providing thousands of flights a day through the world, every day is an eventful one,” said Shaun Robinson, former Director of Airline Communications.

“With such a globally recognised brand it is important that we communicate effectively with all our key stakeholders – the media, shareholders, our passengers – particularly when reporting on incidents that may have happened at an airport, on a plane or anywhere along our supply chain.”

Thomas Cook Airlines uses Solcara Spotlight, a corporate communications and PR system, in order to manage their press office.

“Prior to the installation of Solcara Spotlight we were using very basic methods to record vital information; all enquiries from external sources were entered into a log book. The processes we had in place meant that we were often duplicating effort, and producing reports was a manual and, therefore, very time consuming process.

Solcara Spotlight enables our Communications Team to confidently fulfill their responsibility to deliver a fast, accurate and consistent response to enquirers.

“consistency is vital in maintaining our reputation”

Information on each press enquiry incident, event or crisis is held in Spotlight and all subsequent calls and responses are recorded. It is therefore very easy to track who said what to whom across the whole life cycle of an individual case.

Everyone responsible for communicating with the media can easily determine what was previously



said to a probing journalist, thus ensuring that subsequent responses are consistent," said Robinson.

"This consistency is vital in maintaining our reputation. Our medium term aim is to give the senior executives direct access to the briefings held within Spotlight from anywhere in the world. This will enable them to comment on any incident safe in the knowledge that they are 'on message'."

Robinson was made aware of Solcara from the Head of Media at West Midlands Police who had been a Spotlight user for some time. "I had not heard of or seen a similar product in the past. I was impressed with what the product had to offer, and I had a pilot up and running within a week of this chance meeting with the Police. Solcara's response was pretty impressive," concluded Robinson.

Solcara Spotlight - the benefits

Online access ensures everyone, irrespective of location, is on message

Communicate consistently across brands, geographies & teams

Prioritise high value press enquiries & activities

Improve productivity by reducing duplication of effort

Streamlined review, approval & publishing of press releases

Monitor & analyse media coverage to assess the effectiveness of your communications; measure results & ROI

Easily publish content from Spotlight to your corporate web site; audit journalist activity to measure interest

Enquiry management & tracking - visibility over who said what to whom

Journalist monitoring enables accurate targeting of messages

Media list management provides contact history & improves targeting

Online briefing centre for spokespeople ensures that everyone can deliver a consistent message

Ready to react prepackaged briefings simplify response & ensure consistency & speed

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