

ISS World Services Achieves Greater Impact with their Press Releases

“It was very important that ISS World Services found a PR tool that offered a global solution, was easy to use, and cost effective. PR Manager provided all these things and offered the best solution we could find in the market.”

Director of External Communications - ISS World Services

About ISS World:

ISS World Services (ISS) is a facility management services company founded in Copenhagen, Denmark in 1901. Their core service industries include cleaning, technical, food and workplace, with an aim to connect people and places to make the world work better.

The Challenge

- Up until 2021, ISS had a rudimentary approach to PR and didn't use any tools to support their media relations activity. This resulted in their External Comms teams over-working to produce minimal results.
- They didn't have a globally aligned approach to comms activation & distribution, making it difficult to track and run external campaign activities centrally.
- Distribution of press releases was very manual and relied on members of the team to regularly update their journalist contacts to keep distribution lists up to date. This approach wasn't scalable and heavily dependent on the availability of team members.



Onclusive

Why Onclusive – PR Manager?

For ISS, it was important to find a provider whose solution catered for various market needs. They also required a budget-friendly solution that was easy to implement and roll out across the organisation.

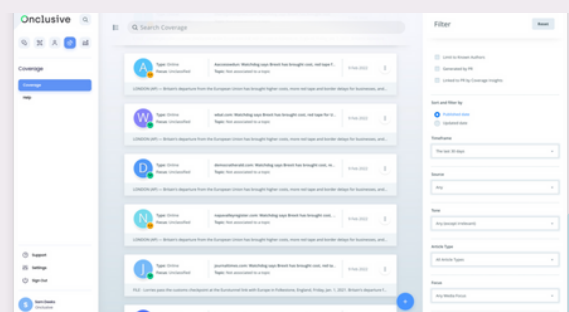
Our Approach & Solutions

By installing the Onclusive PR Manager platform, we helped ISS to modernise and streamline its media relations efforts. The platform includes:

- [A reliable contact database](#) where the PR & Comms team can view up-to-date journalist and media outlet data. This is a highly accurate, human-verified media contact database.
- [Easy workflow and distribution](#) allowing for quick press release creation, scheduled sends, and comprehensive campaign tracking.
- [Response desk](#) function allows you to quickly react to media enquiries using stored statements and optimise press release sell-ins based on in-depth knowledge of past journalist interaction. This tool drives team efficiency and effectiveness by giving the team a unified way of responding to and tracking journalist enquires.
- [Content Hub](#) providing the ability to instantly see the success of a press release and engagement from journalists. There is also the ability to link a personal email with the platform to track all conversations related to the press release that the team are having. With this 360 degree view of your relationship, you can sustain better media relationships, improving your chances of success.
- [Influencer tool](#) gives the team the capacity to set up and manage their own send lists across varied markets, and within specific regions. Being able to tailor the list of journalists to the content they are sharing can boost engagement.

“The overall aim for ISS is to work in a fully aligned, strategic way known as ‘One ISS’ – Because of PR Manager, we are now working in tandem as a truly global organisation when we launch external comms activities.”

Director of External Communications - ISS World Services



Arrange Demo



Results

“We now have an efficient press release process and can always be confident the contact database is up to date. We’ve been seeing a greater impact of our releases because we’re able to target the right people – particularly when it comes to Tier 2 publications.”

Director of External Communications - ISS World Services



Increased team efficiency

The Influencer tool has given the team at ISS the ability to quickly create highly targeted send lists, tailored to the content they are sending. This increases efficiency saves the team time.



Greater control & visibility

The global communication function has full visibility of what activity is occurring across global regions. At a glance, the dashboard view shows which markets are performing well, which has the most engagement and earned coverage, all of which informs and optimises future campaigns.



More earned media coverage

PR Manager has made it easier to distribute press releases in a standardised way and target the right audience. Targeted media lists and the response desk tool gives the team the ability to tailor this content to the right journalists and track the responses to press releases efficiently – leading to better outcomes.

[Arrange Demo](#)



About PR Manager

Onclusive is a global partner for PR and Communications success. We combine industry-leading data science with an international consultancy and best-in-class PR workflow tools.

Our PR Manager tool allows you to plan campaigns with visibility of the upcoming media agenda, identify the right media contacts, distribute your communications with ease, and manage your outbound and inbound media relations in a single platform.

Features:

- **Media Contacts Database & Outreach** - Find the right journalists for your press releases from our human-verified, fast-growing media contacts database. Then use our tools to create high-impact communications, track open rates and automatically link resulting coverage to your press activity.
- **Media Response Desk** - Drive team efficiency, improve media response times, and truly control the media narrative using our secure and easy-to-use media relations CRM solution. It captures all your journalist interactions in a single platform, empowering your team to respond quickly, consistently, and with immediate impact.
- **Newswire** - Create media-rich press releases and take advantage of our Newswire press release distribution service's curated media lists, which provide you with a streamlined and effective means of communicating your message to the world.
- **Online Newsroom** - Take control and increase the impact of your comms with your own online newsroom. Showcase your releases, supporting press materials and much more in a fully branded, fully customisable website.

About ISS

ISS is a leading workplace experience and facility management company. In partnership with customers, ISS drives the engagement and well-being of people, minimises the impact on the environment, and protects and maintains property. ISS brings all of this to life through a unique combination of data, insight and service excellence at offices, factories, airports, hospitals and other locations across the globe. ISS has more than 350,000 employees around the globe, who we call "placemakers". In 2022, ISS Group's global revenue amounted to DKK 76.5 billion. For more information on the ISS Group, visit www.issworld.com