

Case study

Storebrand

Storebrand selects Quickchannel as its preferred online platform



 New chat message

 15 000+ streams

 Video analytics

Introduction

With more than 250 years of history, Storebrand, a leading player in the insurance, pension, asset management, and banking markets, selected Quickchannel to assist the company with the implementation of a hybrid approach.

Following its recent acquisitions, Storebrand now has around 3,500 employees and its offices are spread across Oslo, Stockholm, London, Copenhagen, Stavanger and Trondheim. This expansion led the company to take steps to improve its collaboration tools.

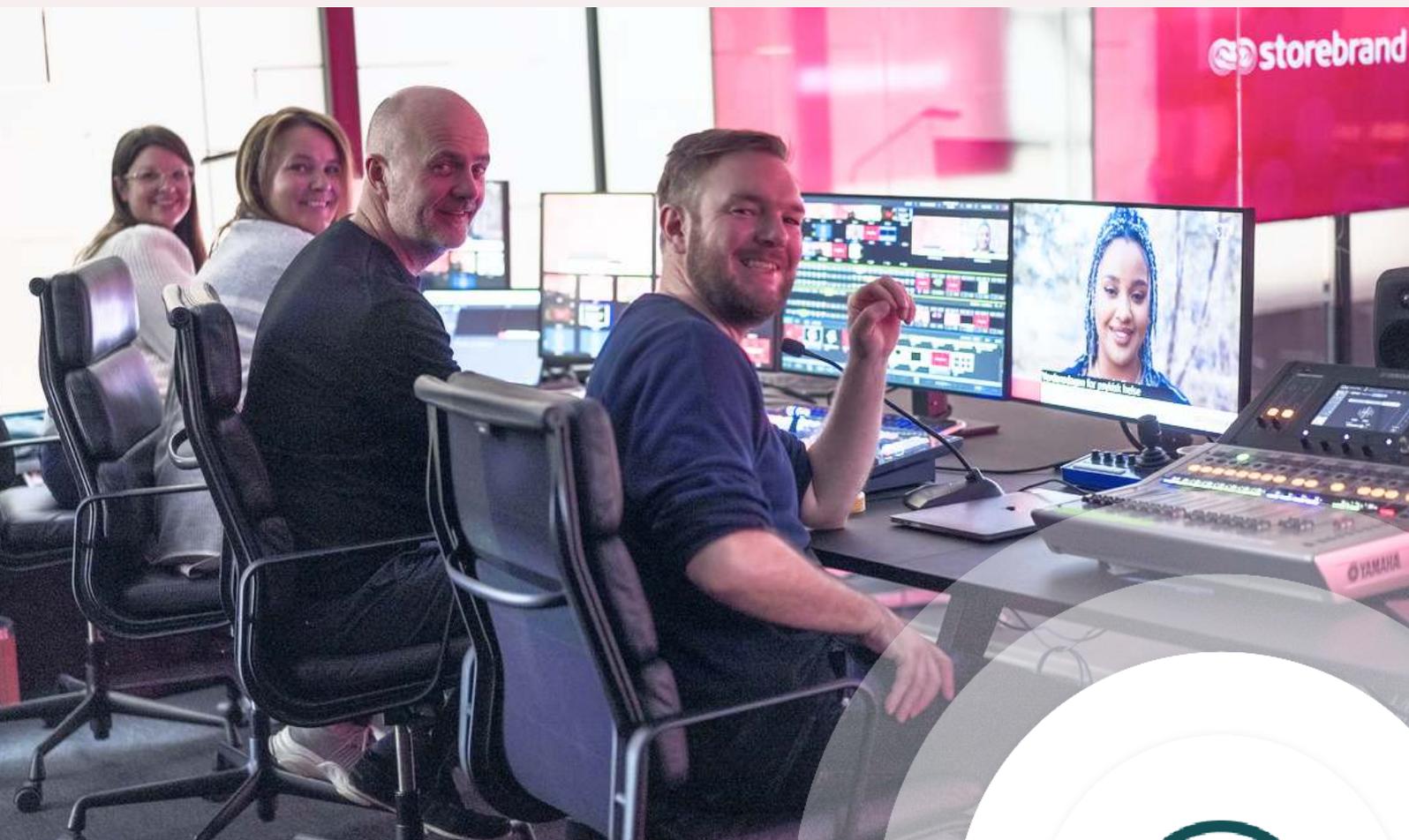
By incorporating a secure online video communication platform, Storebrand has been able to distribute tailored content that is specifically designed for each of the many customer experiences. In partnering with Quickchannel, the mutually beneficial collaboration has enabled Storebrand to review its previous strategy and move forward with a more hybrid way of working.



The shift to hybrid communication

The outbreak of the pandemic resulted in a subsequent necessity for the world to transition to differentiating methods of communication. This led to Storebrand finding itself standing at a crossroad with the need to take action.

Storebrand was striving to deliver first-rate customer service, aiming to avoid blurry and glitchy video calls. In order to establish its superiority in delivering visuals to its customers, the company recently invested in two in-house TV studios and are currently concentrating on building a third. The next step came in the form of selecting an intuitive online platform that enabled the team to create play channels and video archives, share personalised content and allow for on-demand broadcasting.



Storebrand wanted to provide its customers with a versatile service that could be accessed by a number of devices with guaranteed safety – a platform compliant with data protection measures and cyber security. The Quickchannel platform also aided all facets of the business including:

- 1.** A platform that supports hybrid working methods
- 2.** GDPR compliant
- 3.** Enterprise security
- 4.** Secure internal communication
- 5.** Video publication in play channels and on the website
- 6.** Interactive webinars and webcasts for customers and the market
- 7.** Hybrid events internally and externally
- 8.** Broadcast quality from their high-end studios as well as 'self-service' with Quickchannel's web-based solution

Following a period of piloting testing, Storebrand determined that Quickchannel's platform met all the requirements to deliver the ideal streaming and broadcasting experience.

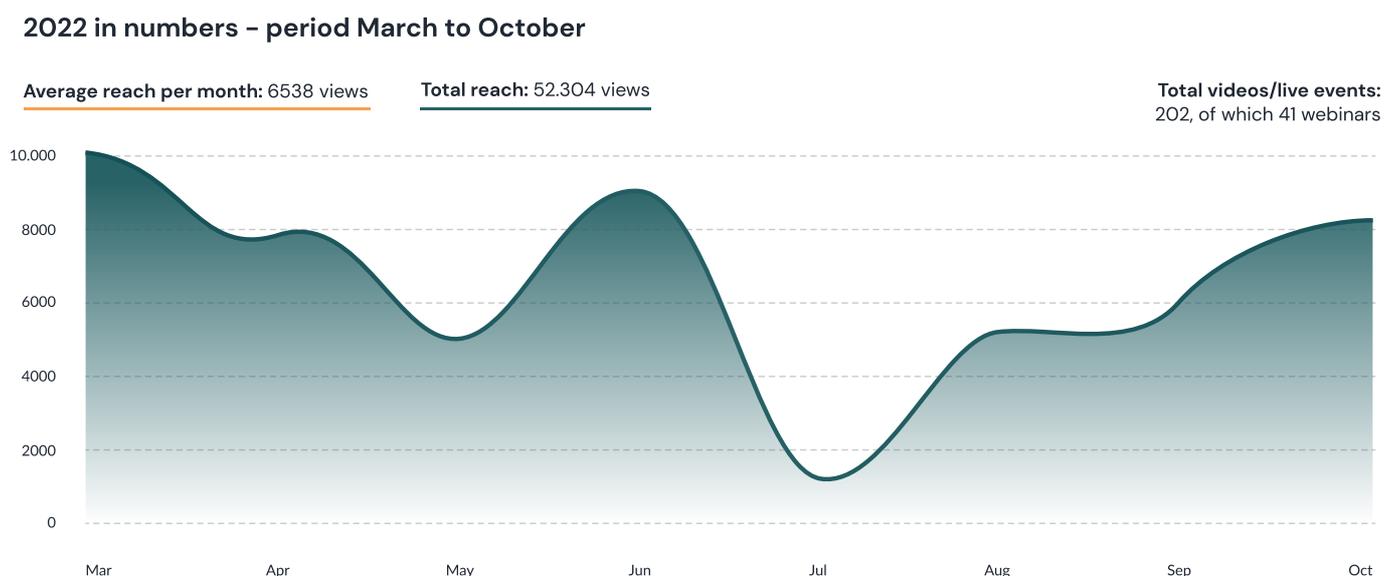


Quickchannel's solution for Storebrand

The hybrid approach has been widely adopted by businesses to retain customers and ensure engagement. Since working with Quickchannel, Storebrand has been able to deliver high-quality and on-demand broadcasting, as well as enabling live streaming for internal and external communication purposes. The platform also provided video storage and archives, visual landing pages, and opened a communication channel with Storebrand consumers, all of which have been well received by the company.

By adopting Quickchannel, Storebrand has been able to place itself in the minds of its customers and establish a brand image that helps people visualise the company more tangibly.

Storebrand began evaluating their Quickchannel statistics in March and are already seeing huge engagement. During the months of March to June their following statistics are:



"It has been great working with Quickchannel. Our customers are happy and it enhances our branding as a professional and reliable company. Also, we are keeping track of our engagement score and it is consistently high; this indicates that our work partnership is working, that we are doing our jobs, and that Quickchannel is doing its job!"

Morten Vee

Platform Manager at Storebrand

Make your streams come true



15 000+ streams



Video analytics



New chat message

