

### PROJECT IN SHORT

Content Management, Database Management, E-mail Marketing, Feedback & Reporting

### PROJECT DESCRIPTION

An Istanbul-based IST@ease team takes care of the daily global online presence of Philips Lighting, Philips Healthcare and Philips Corporate. In close collaboration with and solely after final approval of the Philips onshore team, IST@ease ensures Philip's 24/7 daily operations in more than 60 languages. Requests range from updating or creating web pages to setting and sending newsletters, from survey creation to web traffic reports, from major template recreation to daily routine quality checks on existing pages.



### MAIN CHALLENGES

The Philips project is interesting for its volume. Dealing with three global Philips branches ensures a substantial daily influx of requests. For IST@ease to successfully run operations on this scale, flexibility in working hours and capacity are a must. IST@ease easily scales down at Christmas only to pump up the volume when bulks of newsletter requests come in at the New Year.



*"IST@ease has shown a consistent commitment to meeting our diverse site management needs and have established themselves as a seamless extension of our global online team."*

**Brian K. Anderson**  
Former Global Director, Royal Philips  
Electronics

A second important factor for success is continuous contact with the back office of Philips. The communication with the back office of Philips is fully streamlined with multiple procedures and checks, enabling IST@ease to pursue its zero-mistake policy. Requests are received with urgency levels and prioritized accordingly. Furthermore, IST@ease employees are constantly in contact with their Philips colleagues, ensuring requests are well understood and clearing any possible misunderstandings in an early stage.

Lastly, an essential part of the Philips project lies in IST@ease's focus on retaining and employing high-quality, responsible and driven employees. Needless to say, proper communication skills and good levels of English are just one prerequisite. New members in the team are trained by experienced supervisors, and knowledge is easily shared in our open workspace. The IST@ease team embraces challenges, using its network to solve hitherto unknown issues. The IST@ease team proudly bridges the gap between Philips' business demands and the technical operations needed to realize that online strategy.

