



# The making of an epic...

executive producer & reporter Gill Miller, Canotec.

**Unable to justify Mr Spielberg's fees, Canotec has been working with local media company Hallmark Productions to gather customer feedback via a vox pop (which in Latin means 'voice of the people'). Interviews have been carried out across some of the most glamorous locations... well. okay, Dorset, Hampshire and Wiltshire! Pinewood Studios were felt to be unnecessary for this important, customer-focused exercise!**

Our roving reporter Gill explains more:

"As the head of customer support, Canotec asked me to invite many of our customers to go on record to articulate how we have helped and where we made the difference to their business. The idea was to get the customers to spill the beans and give an honest viewpoint that focused on their challenges and headaches and how technology was helping their business so that others in those sectors could relate to the story.

"The exercise allowed me to really get to know the customers intimately, dupe customers into saying all sorts of nice things - some of them true! It was great to issue commands like 'can we have that again, but this time with feeling' and sit in one of those folding director chairs with G. Miller printed on the back! Surely Hollywood would be calling once they saw what we had produced!

"On a more serious note, it has given us a really good insight into what our customers really think, and has helped us to consider how we can improve our service to them. We've learnt some things we didn't know, and had a lot of fun along the way.

"It hasn't all been excitement and trips to Cannes though - sometimes life in media can be tough. Like the time at AECC in Boscombe when school playtime started nearby just as we were starting filming, so we could hear nothing but shouting school children for 15 minutes.

'Never work with children or animals,' as they say. Or perhaps it was the low-flying fighter jets screaming by whilst we were filming at Chemring on Salisbury Plain.

"And we mustn't forget the unnamed White Van Man who took great delight in revving his engine to the red line to destroy the peace and solitude of the RYA shoot at Hamble. As Ian Washbrook from Harold G Walker Solicitors stated, 'I bet that Leonardo DiCaprio doesn't have to put up with this!'

"Thanks go to the all at Hallmark Productions, Chris and his team had their first opportunity to shoot with their latest broadcast High Definition equipment - another first for us at Canotec.

"I was delighted when Chris told me that I would not need special make-up during the shoot - until he added that it was because I would not be appearing in any of the shots!

"Thanks also go to Andrew Diprose from Deep South Media for his incisive questioning which tricked, err, I mean guided the interviewees in the right direction. 'Honest answers, warts and all, please,' insisted Andrew.

And finally, to all the interviewees who were interrogated and grilled under the spotlight. We very much appreciate the time and feedback you gave... the red carpet and front row seats will be waiting at the premier and I won't forget you all in my Oscar acceptance speech, I promise!"



## On your challenges:

*"Whether it was centralised or secure printing, scanning issues or document management, we have been fortunate enough to be able to work with a team in Canotec that can help us find solutions to our challenges. They have an understanding of what we're doing so we can work together to produce a really good solution... this type of partnership is important to us."*

Simon Morley, Chemring PLC.

## On our support:

*"It's the synergy between McCarthy & Stone and Canotec that helps. They are solving problems we don't know we have until they point them out... that's the level of analysis they provide for our business."*

Colin Cross, McCarthy & Stone.

*"We consider Canotec to be an internal department, an extension of our own team and a friendly and co operative department at that... that's the view we have of each other."*

Ian Washbrook, Harold G Walker

## On the service:

Hearing how our valued team of engineers are appreciated by the Anglo European College of Chiropractic was a highlight of Jerry Lewis's interview.

*"The service and reliability is excellent... place a call in the morning and the chaps are here before lunch... this level of service keeps the show running"*

Jerry Lewis, AECC

## On account management:

*"For us, the one contact-for-all our needs was crucial - one team, one contact and always someone to help you. With the software integration and proven reliable machines and service, Canotec was a simple choice to make."*

Andy Galvin, Royal Yachting Association.

## On skills, expertise and ongoing value:

*"This is more than photocopying.... it is far more useful but more intricate... that's why you need expert assistance - not just one person anymore, but a team, and that's where Canotec come in."*

Colin Cross, McCarthy and Stone.