

Corporate signatures and disclaimers for Office 365 at PlanetHome Group



Precise communication with customer base

With 5,000 properties sold every year and over 30 years of experience in marketing and financing residential properties, the PlanetHome Group is one of the leading real estate service providers in Germany and Austria. The company's business model focuses on close cooperation with banks, insurance companies and financial service providers in order to optimally complement the range of real estate services offered to their customers. Founded in 2000, PlanetHome wanted to meet every customer's expectations perfectly, which is why precise communication is so important.

„The tool offers us unprecedented convenience in email communication with external parties. The seamless integration with Office 365 fits perfectly into our product strategy.“

Felix Geier - Head of IT

New marketing ideas thanks to innovative email signatures

With the increasing number of partners and acquisitions, PlanetHome grew rapidly and managing fundamental resources such as email signatures became a problem. The native tools from Microsoft offered neither the necessary functions nor the ease of use to meet the company's requirements when it comes to customer communication. So the real estate giant decided to look for a solution that, with 1,500 mailboxes and over 80,000 mails processed per day, would extend the limited capabilities of Exchange without putting additional strain on the company's resources.

PlanetHome Group and the experts at NewCoTec created a proof of concept, whereby the customer quickly impressed by the uniqueness of the solution – CodeTwo Email Signatures for Office 365. At the end of the test phase, the decision-makers were convinced of the modern cloud solution's potential and decided to provide their marketing department with the new tool. The technical go-live was concluded within one day thanks to the preparatory work that had already been carried out.

With a few workshops, NewCoTec as CodeTwo Gold Partner was able to give the marketing department new ideas such as rotating promotional banners, tracking possibilities for the analysis of email campaigns, and visually appealing overall design of the email signature. This way, PlanetHome can now realize the solution's full potential.

„The centralized design of email signatures for our corporate communication offers enormous added value in terms of our external image.“

Head of Marketing

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