

RTL successfully made sales enablement easy with empower®

“The best feedback I've gotten is from old colleagues who say they don't know how to create presentations without empower® anymore.”



Frederik Horst, Senior Marketing Manager, Mediengruppe RTL



Challenge

RTL wanted to improve brand compliance and ensure that all content used is up-to-date. The challenge: Enable the marketing to provide their sales colleagues with the right content and make them creating presentations more brand compliant.



Solution

RTL implemented empower® to enable teams to provide content through a central library. Slide links could automate updating content. Brand guidelines were integrated with empower® directly in PPT with font- and color picker and a design check.



Result

Marketing can easily provide content to the sales department, which has access to the latest slides and presentations at any time. In this way, all content is always up-to-date. Additionally, empower® ensures brand consistency and improves brand appearance.