



28th September 2016

Synergi Design have been and remain our brand, website, hosting and marketing (and if we are honest often business) advisers since we formed our company back in 2012.

We are as happy with the service today as we were back in 2012 and consider Chetan to be a friend and colleague.

BRAND

As a team of Healthcare Professionals and Technology Experts, with a specialist product for a niche market, we were clear we need a strong, reassuring, professional brand that captured the mix of technology and medicine we represent - We came to Synergi Design because we had heard really good things - We were not disappointed. They managed to create a brand that was everything we needed and more. Three years on, we are still extremely happy – indeed we are only now realising the full impact of the brand they created for us.

We are immediately recognisable as an established, professional, medical technology company. This brand will stay with us and with our products for many years to come.

WEBSITE

Our product is unique and our market is niche ... We supply mobile auditing systems to healthcare.

Of course we needed a website that would us promote our product. But we needed so much more than that. We needed to demonstrate our healthcare professional backgrounds, our commitment to improving patient safety and staff knowledge and we needed to be able to store customer resources and training tools for our customers to access.

Synergi Design managed to not only create a website that met all these needs, but they did so in a way that made everything so easy from our view point.

We just explained what we wanted and Chetan and the team just 'got it' straight away. We are extremely happy with the website and with the protected access to resources our customers have and use every day.

We can unreservedly recommend the team a Synergi to anyone who needs a new website or an upgrade to their current one – rest assured, with Chetan and the team even if you don't know quite what you want.... They will create exactly what you need.

PRESENTATIONS

We have had a number of presentations designed by Chetan and the team over the years. For our initial launch presentation to specific bespoke presentations to run at conferences and to pitch to different client groups, all have been really well received and comments afterwards from prospective clients have included – "amazing graphics; fabulous, colourful slides; head turning animations, really professional; totally understand your product and want it;" to name but a few.

We recently needed a 5 minute pitch to launch a new product at a large National conference and with only a week's notice Chetan came up with the goods, ahead of time and perfect.

He recommended we use pre-set timings and I just stood up on stage and let it play while I gave my pitch. No worries about speaking too fast or too slow. Nothing forgotten. And delivered in 4 minutes and 57 seconds – I even got a round of applause and a queue of prospective customers flocking to our stand.

I would have no hesitation in recommending Synergi Design to anyone needing a professional presentation, for whatever reason.

MARKETING MATERIALS

Synergi produced a range of leaflets and brochures to help us depict our products and promote our brand.

Month after month they have succeeded in producing new, eye catching flyers that promote our product in a subtle way - always professionally and sometimes with just the right amount of humour.

Our customers (and most importantly, our potential customers, love them and they have generated many new sales & leads for us... Thanks Chetan and team – we are never disappointed.

CONFERENCE STAND

A major challenge for companies attending professional conferences and tradeshows is actually trying to get people to come over and talk to you.

Your conference stand needs to 'stand out from the crowd' and your conference materials need to tell potential customers exactly what you do, while at the same time being true to brand.

We explained what we wanted, Chetan listened carefully and then (thankfully) produced something completely different.

In fact Synergi Design produced a range of pull ups and pop up stands suitable for use at both professional sales meetings and conferences alike that were fresh, bright, vivid and eye catching as well as depicting exactly what it is we do – we love them all. They have brought hundreds to our stands over the years and the new range we have just commissioned for the launch of our newest audits are even better.

As company director & part owner of this now thriving business, I would have no hesitation in personally recommending Chetan and his team to any company requiring a fresh rebrand or indeed a new venture needing to create a strong, market focused brand.

Sincere thanks again for all the personal commitment you give us as well as the professionalism shown by your whole team.



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