



Building our brand

We have a story to tell

At BCSG, everything we do is about helping businesses to be more successful. For Financial Institutions and telcos, that means helping them develop better relationships with their customers through technology.

And for small businesses, that means connecting them to the applications and services they need to make their business work.

Our brand identity is the first point of contact with the rest of the world so we need to ensure that this is a consistent and positive experience.

This brandbook describes how we communicate our unique position and our spirit. It explains how our brand is expressed visually and verbally and what we're all about. It isn't a prescriptive guide; it's a starting point.

03 / Our Brand

A strong brand, communicated consistently at every opportunity, is critical to success. A brand projects who you are, what you do and how you do it. Brands help define the identity and purpose of a company.

If the visual elements of our brand are used erratically or if the tone of voice used varies without good reason, then our audience could become confused. It looks careless and doesn't say much about our commitment to quality. So it's essential that we are consistent and that our brand looks, feels and sounds the same wherever it's encountered.

03 / Our Brand

The Big Idea

Our Big Idea is the essence of what we're about. The core meaning behind all our activities, products, services and efforts.

Everything
we do is
about helping
businesses
to be more
successful.

03 / Our Brand Values

The BCSG brand is built around our core values.
They are at the heart of everything we do.

Partnership

Passion

Energy

Commitment

Flexibility

03 / Our Brand Objectives

Our business aims.

To develop **partnerships** with **large organisations** that enable us to distribute the right **insights, tools and services** to millions of businesses worldwide.

To support **businesses** to find the right services and help them to **drive value**, by assisting our clients to be **best in class** in how they offer and promote these services.

To offer our clients and their customers an **experience** that ensures our solutions are easy to implement, flexible and **meet their needs**.

03 / Our Brand Offer

What our clients can expect from us.

We work with large organisations to help them engage their business customers better. How? By enabling them to offer the online tools, insights and services businesses need to achieve success.

This allows our clients to build stronger, more valuable relationships—relationships their business customers really benefit from.

03 / Our Brand

Strapline

Our strapline sums up how we empower our customers—in four words.

Achieve your
business best

09 / Tone of Voice

The way we describe what we do. The words we use and some handy snippets you can copy and paste.



09 / Tone of Voice

Message to clients

How we describe ourselves

Who are we? We're the leader in helping large organisations connect their business customers to the digital services they need to succeed.

Why can we say that? Combining technical expertise and close relationships with market-leading independent software vendors, we build platforms for some of the biggest banks and telcos on the planet.

How does that help us? It sets us apart from our competitors. And it's why big brands like EE and MasterCard have chosen to work with us.

09 / Tone of Voice

Message to clients

We're your **perfect** partner.
Not consultant.
(Or best buddy.)

Because we **adapt, advise, support** and **inspire**.

And we do it all with **calm confidence**.

How we adapt

We work with our clients to make sure they get the most out of our services. It means talking to them as people, with interests, lives and experiences. And acknowledging the collaborative nature of our relationship.

How we advise

Our advice is targeted and direct. We don't add extra fluff and friendly puff to make our point. We take care to give our readers exactly what they're looking for, in the right place. And we're never afraid to give our opinion – after all, we are the thought-leaders in our field.

How we support

We understand how busy and stretched our clients can be. So we make sure they can find what they need quickly. Digest it easily. And know what to do next.

How we inspire

The best experts get us interested - excited even - because they bring so much passion, energy and commitment to their subject. And let's face it, we're much more likely to do something if we feel inspired. Experts are confident enough to give their opinions, so we don't shy away from giving ours.

All with calm confidence

We don't get over-excited, worried or put pressure on people. We're a safe pair of hands.

09 / Tone of Voice

Boiler plate

Suggested copy for telecoms companies.

Telco boilerplate

BCSG enables telcos to generate new revenue streams from cloud services. How? By distributing the right applications and services businesses need to succeed. Our cloud management platform and extensive catalogue of market leading XaaS partners, offers service providers the power and flexibility to develop and rapidly deliver their cloud service proposition across multiple resellers, geographies and channels.

The platform coupled with BCSG's support services, such as sales channel enablement, billing and customer helpdesk, ensures that the solution can be totally turnkey, allowing clients to get to market quickly.

Our experienced team has been providing IT applications to small businesses for the past 10 years. We've partnered with global brands including EE, MTN, Vodafone, Barclays, MasterCard, and Deutsche Bank, allowing us to reach to over 20 million small businesses worldwide.

Established in 2008, BCSG is headquartered in the UK with offices across North America, Europe, APAC and MENA.

For more information about BCSG, please visit the company website: www.bcsfg.com

09 / Tone of Voice

Boiler plate

Suggested copy for financial institutions.

FI boiler plate

BCSG is the leader in helping financial institutions engage better with their business customers using digital tools and insight. How? Our award-winning engagement platform enables you to easily integrate new and compelling digital services from innovative third parties which support your customers' success.

Our experienced team has been providing digital services to small businesses for the past 10 years. We've partnered with global brands including Barclays, MasterCard, Westpac, Deutsche Bank and Vodafone, allowing us to reach over 20 million small businesses worldwide.

BCSG works with you to build a unique digital proposition, customised the platform to meet your brand requirements and enables you to launch by leveraging our range of supporting services.

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Thank you

