

INGEAR



Moving Pictures

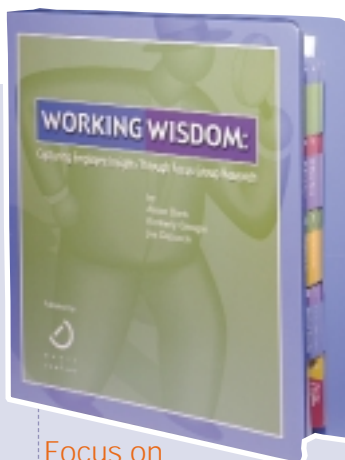
Ah, the power of film. Hanley-Wood Integrated Marketing has introduced BrandFilms, a corporate communications tool for helping customer-contact employees become more effective bearers of their employer's brand. Hanley-Wood uses a 10-step planning and creative process to create personalized films for clients. The result is intended to establish a visual and emotional effect on strategic brand building through storytelling.

BrandFilms's cost varies. For more information, contact Hanley-Wood Integrated Marketing at 612.904.7278; www.hwimarketing.com.

Witness eQuality

eQuality is a new browser-based system for recording and analyzing multimedia customer interactions. It enables contact-center managers to share key customer interactions with other departments and plan for additional contact-center agent training. With *eQuality's* Enterprise Collaboration architecture, organizations can create business rules for specific, random, or constant recording of specific types of telephone, email, and Web customer interaction.

eQuality's cost varies according to individual contact center and technology requirements. To order, contact Witness Systems at 770.754.1900; www.witness.com.



Focus on Employees

Working Wisdom: Capturing Employee Insights Through Focus Group Research is a 92-page guidebook that addresses the use of focus groups to uncover employee attitudes and viewpoints. Organizations that lack the resources to hire an expert on conducting focus groups can use the guidebook as a tool for internal communications, human resources, training, corporate communications, organizational development, and change management. The guidebook contains examples, case studies, practical tips, and learning exercises.

Working Wisdom: Capturing Employee Insights Through Focus Group Research costs US\$275 for a single copy; US\$247.50 for two or more. To order, contact Davis & Company at 201.445.5100; www.davisandco.com.

Slides That Win

CrystalGraphics's interactive guide to producing effective Microsoft PowerPoint presentations focuses on the principles of slide layout, content organization, and design. *Slides That Win!* includes before-and-after examples to illustrate the key points, as well as tips on reducing text, improving comprehension, and increasing the aesthetic quality of the slides that you create. *Slides That Win!* is divided into six interactive segments that cover different topics and works with PowerPoint 97 and above programs on any Windows PC.



Slides That Win! costs US\$79. To order, contact CrystalGraphics at 408.496.6175; www.crystalgraphics.com.

Send press kits on new products and items of interest to In Gear, T+D, 1640 King Street, Box 1443, Alexandria, VA 22313-2043; ingear@astd.org.