



# **BIC** Case Histories

## *Computer Services Company Keeps Clients Aware with BIC<sup>®</sup> Sticky Note<sup>™</sup> Notepads*

<b>PRODUCT:</b>	4x3 BIC <sup>®</sup> Sticky Note <sup>™</sup>
<b>CUSTOMER:</b>	Computer Services Company
<b>OBJECTIVE:</b>	Create a message pad imprinted with advertising message
<b>CASE HISTORY CATEGORY:</b>	Customer Presentations

**OVERVIEW:** The System Administrators for an onsite computer service company always left notes behind after visits describing the changes they made to the system, what additional action needed to be taken and suggestions for the client. However, the company needed a more professional and consistent method of leaving this information with clients. To accomplish this, the company created BIC<sup>®</sup> Sticky Note<sup>™</sup> notepads message pads with space to write the time, date, action taken and additional notes. These pads were imprinted with the company logo and contact information running vertically up the left side of the pad.

**DISTRIBUTION:** Individual sheets filled out by System Administrators and left behind with clients.

**OUTCOME:** The System Administrator left notes that looked very professional. Because the BIC<sup>®</sup> Sticky Note<sup>™</sup> notepads were imprinted with company name and contact information, clients were able to quickly contact the company with any questions.

