



Your brand is your best asset

Put your brand at the front of their minds

“Customize your Ecofiling account with logo and colors”

A brand name is arguably a company’s greatest asset. It allows consumers to associate image and value with the company and what it is aiming to achieve. It is essentially a company’s identity, encapsulated in a name, tagline, font type, and colour scheme.

While it may seem like company branding is solely for external marketing purposes, reinforcing the company brand within the company is also paramount as it instils a sense of belonging and pride towards the company among its employees.

With that in mind, and the fact that Ecofiling is an application that could potentially be used by hundreds of employees within a company, we’ve implemented several features which you can use to personalize your Ecofiling account to reflect the company brand within the company.

Image

For starters, your Ecofiling account can be customized aesthetically. You can add a company logo which will be displayed prominently on all your Ecofiling account pages. You can also alter the colour scheme of various aspects of the account pages, such as the links, to truly make the account your company’s.

Other than logos and colors, you can also include information streams, such as stock quotes, Twitter, and RSS feeds, that may be useful for the company in general.

Stock quotes

You can also assign a document number to the file you intend to upload as a reference for your colleagues to track down.

Twitter

You can also link the company’s Twitter streams giving employees real time company updates from anywhere in the world.

Noticeboard

For quick dissemination of information within the company, you can add a noticeboard where you can quickly put up news and notices for your employees.

RSS feeds

RSS feeds of prominent business people, partners, and competitors, and even potential customers can be set up, to keep company employees current and on top of everything with up-to-date information on business trends and market.

Links

Quick links which may be useful to employees can also be added to your Ecofiling page, saving them the hassle of navigating away from their current webpage or opening up a new one.

It may not seem like much, but on top of document/file organization and sharing, the branding and customization options that Ecofiling offers goes a long way to aiding company employees in being more efficient and productive. They all help make Ecofiling a more user friendly, and well thought out idea overall.

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