

Customer Case Krux

Brand development using NUIEQ Stage

NUIEQ meets Mathias Gabrielsson and Erik Lundqvist at Krux to talk about their experiences of NUIEQ Stage. With offices located in Skellefteå and Umeå, the brand developers at Krux work with customers throughout Sweden, even though the emphasis is on companies based in Västerbotten. In their customer relationships, it is important to find a flexible interface for effective and value-creating meetings of various kinds, regardless of the size of the meeting.

- That's right. We have customer presentations, workshops, and customer meetings daily and mix well between physical, digital and hybrid meetings. But of course, there will also be some phone calls, says Erik Lundqvist, customer manager and one of the co-owners at Krux.

How long have you been using NUIEQ Stage?

- We started by testing the system and since about six months we use NUIEQ Stage for everyone that have ongoing customer contacts.

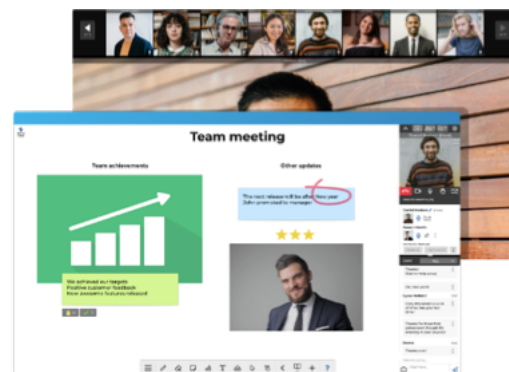
Which type of meetings do you use NUIEQ Stage for?

- We have used it for many different types of meetings. Everything from internal weekly reconciliations, to fixed agendas for customer presentations of creative concepts or moving material, or workshops. We find that it is a huge plus that the participants themselves can control, for example, the sound level of films that we show in NUIEQ Stage. What is exceptionally good is that the playback quality is so great that you can see how the result will be. You get pretty fed up having to watch on choppy videos with poor or no sound at all during screensharing in video conferencing tools, says Erik.



Is the interactivity in NUITEQ Stage something you have benefited from?

- Absolutely. Among other things, we have conducted a workshop with one management team for a customer working in manufacturing. The group is scattered in many different places. Using NUITEQ Stage gave us the opportunity for interactivity and to be able to let the participants be creative without controlling each other. This was a very positive experience for all participants. I experienced that through the interactivity of NUITEQ Stage everyone got more active and involved. As workshop leader I could then summarize the group's thoughts and easily share with the common insights with all involved. It worked smoothly, says Mathias Gabrielsson, brand strategist.



Are there any other advantages of NUITEQ Stage compared to other alternatives?

- For us, it is important to have a stable, easy-to-use system that gives us many opportunities and as few restrictions as possible, and I think NUITEQ Stage gives us that, says Mathias. To have a good whiteboard solution in combination with video conferencing makes meetings much more interactive than other solutions that only have a separate whiteboard without video conferencing. That the meetings are safe is obvious also an advantage, with the option of secure login via Bank ID. That the solution is on Swedish servers makes NUITEQ Stage safer for us to use compared to the American alternatives, Mathias concludes.

The three biggest benefits of NUITEQ Stage according to Krux


- Works both to run a regular video meeting with good video quality and sound. At the same time, it is possible to share a screen and thereby create additional interactivity. An All-in-One solution!
- It is web-based. We have not yet encountered a customer who failed to log in.
- That it is possible to submit improvement suggestions and NUITEQ will take everything into consideration, you often see results only within a few weeks.

Quote from Krux

"The opportunity for interactivity in the workshop made the participants lean forward. To be able to let the participants being creative without controlling each other is positive for the experience." - Mathias Gabrielsson, brand strategist and co-owner Krux.

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