

Recommendation letter

While formulating a new service concept for the Information Technology (IT) department of the Phoenix insurance company, we searched for an extraordinary way to implement the new service values among the employees of the department, which would leave its strong impression over time.

The idea we came up in collaboration with the Business Excellence Center at the Human Resources department of the company was to divide the department into several groups and maintain a competition of production of service commercials between the groups.

Each group held discussions to raise ideas. The group's members chose a single idea, wrote a script for this idea and participated in the photographing session of the commercial.

CastEffect company, specializing in corporate film making for corporate training videos, was selected to implement the task and was a full partner along the process - helped to define the framework ideas and plan the activities, organized the film making days, including makeup, costumes, directing and casting and produced the groups' videos tastefully combined with advanced visual and sound effects and appropriate background music, in a way that empowered the messages and improved the products.

Total of 10 service commercials were produced during this project, which were presented to all the department's employees at a festive service code launch conference. An appointed judges' committee selected the winning commercial.

This training activity was the opening shot for a continuous process inside the department around the service theme - left a deep impression on the staff and met the goals big time!

Sincerely,

***Elad Eshel | Director of Operations and Computing Infrastructure |
| Phoenix Insurance Company Ltd. |***