

6th May 2016

To whom it may concern

I recently worked on a project with Cassandra Scott from Contextual Communications to develop a testimonial video and other collateral utilising one of my largest customer sites, a large pathology laboratory in Melbourne. The video and collateral developed will be utilised throughout Siemens to promote products both on a national and international level so it was important to me that I worked with someone who could get me the professional result I was after.

The project was quite complex and required Cassandra to quickly gain a deep understanding of not only my customer and their issues but also the issues facing the wider pathology industry. It was clear from the outset that Cassandra had done extensive research and preparation for this project and this quickly gave me confidence that she was the right person to pull together all the elements the project needed for a positive outcome. Utilising her great communication skills, Cassandra developed storyboards for the testimonial for me in a short space of time so that the project could move quickly to completion.

When dealing one on one with my customers Cassandra was outstanding and throughout the interview process made my customers feel comfortable in front of the camera despite most of them being unfamiliar and uncomfortable with being on camera. Each one of my customers commented to me how relaxed she made them feel through the process and how professional the whole process was. It was extremely important to me that my customers were able to feel authentic on camera and speak to their own words on how they felt about Siemens as a supplier and the Siemens products they were using. This was certainly the outcome that was achieved and in fact it never ceased to amaze me how Cassandra could pull such great information from them in such a short space of time and capture the story I wanted to tell.

It was also of utmost importance to me that the person I was working with on this project was organised, prepared and accommodating with timeframes – Cassandra was all of these and I would have no hesitation in recommending her to anyone looking for a communications expert and I hope that I get the opportunity to work with Cassandra on other projects in the future.

Regards,



Jenny Carson
Head of Marketing

Siemens Healthcare Pty Ltd (Australia)
Laboratory Diagnostics

160 Herring Road
Macquarie Park NSW 2113

Tel: +61 (0)2 9491 5153
Fax: +61 (0)2 9491 5488
Mobile: +61 (0)414 393 001

Unrestricted