

Case Study: Neural Technologies



Growing Brand and Profile Awareness

Neural Technologies (Neural) delivers award-winning software solutions to telcos and financial institutions to manage revenue assurance, fraud, and credit risk. Milner has run a PR programme with Neural since October 2014 to help raise the company brand and awareness of its solutions within the telecoms sector internationally.

Whilst working with Milner, Neural's press output and its coverage in key industry titles increased significantly and the profile of several of its executives has risen. Web visitors have increased by 20% Year on Year. Through running a global survey about key issues in the industry, Neural is positioned as a thought leader in key sectors within the communications sector.



About Neural Technologies

Neural Technologies provides software to extract and analyse extensive and disparate data across an organisation to provide insight and intelligence, empowering corporations to mitigate operational loss and financial risk, improve efficiencies and show significant revenue protection and generation capabilities.

Neural Technologies has a presence in Europe, North America, South America and Asia Pacific with customers in 45 countries worldwide. Founded in 1990, the company has built an international reputation for providing quality solutions to increase the bottom-line for its customers around the globe.

Neural's Requirement

Neural wanted to increase awareness of its brand and portfolio to support revenue growth globally. The requirement was to raise visibility and specifically to promote the company as a Thought Leader globally. The aim of the programme was to increase demand across all global regions, and specifically explain that its 'Minotaur' platform can analyse Big Data to solve evolving customer requirements.

Neural's profile building requirements included writing and disseminating press releases, identifying and pursuing editorial calendar feature opportunities and writing by-lined articles. Developing the opportunity to comment on articles on industry issues was also required.

The company wanted support creating its 25th anniversary communications, highlighting the longevity and industry experience of the brand and its team. This needed to include message development, logo creation and collateral.



Milner's Solution

A comprehensive PR programme

Working with the management, sales and product teams at Neural, Milner wrote a detailed PR plan to ensure that the messages were aligned with Neural's strategy and covered all levels of the purchase funnel. The team built a 'pipeline' of press releases about customer wins, management hires, new office openings, product launches and exhibition activity. By speaking directly to the relevant Neural Managers and Directors, Milner drafted press releases for approval with minimal management time. Milner built a global distribution list and sent out 17 press releases over the first 12 months and monthly thereafter. Milner arranged interviews with editors and wrote feature articles based on 'hot topics' in the industry, as well as writing Neural Blog pieces from 2017 onwards.

All press coverage outcomes were systematically collected and outputs were measured every month. Web visitors grew in each year of the programme, and coverage in key titles increased significantly.

A specific programme was created for Neural's 25th birthday that reinforced its experience and history in the industry.

Thought Leadership survey

Milner recommended and ran a Thought Leadership survey with Neural's clients to find out new local and global trends within the telco community. 19 questions were agreed with Neural and distributed to telecoms executives worldwide.

The data was analysed from multiple perspectives to reveal new insights into the market. Milner presented the survey findings to key trade titles with Neural's CCO, gaining interest and engagement from the industry. The survey built recognition of Neural as an important company.

CXO builder

Milner built the personal brand of CXOs, with interviews in relevant articles and a key title's cover featuring the CCO.



Neural's Benefits

1. Improved brand and reputation in industry media

Milner ensured that the PR plan was aligned with Neural's strategy and developed key messages to emphasise with its target media. This consistent approach grew Neural's reputation over time with key titles. New initiatives like the Thought Leadership survey established Neural as a leading telecoms expert.

2. Greater global coverage

Milner increased Neural's coverage in key industry titles from 2 pieces in 2014 to 47 in 2015, 19 in 2016 and 20 in 2017 growing awareness among its target audience. Luke Taylor from Neural was featured on the cover of VanillaPlus and quoted as an expert in several articles, growing individual CXO awareness.

3. Experienced PR team

Milner's PR experience complemented the in-house team at Neural. By adopting a structured approach, the team ensured that the purpose and messages of the programme were clearly articulated in the PR plan. Pre-planning the press release and potential articles schedule meant work was proactive rather than reactive, and Milner liaised with editors to find out what article topics would be interesting to them and fit with their content calendars. This increased the probability of coverage.

Milner advised on challenges that similar companies had faced, and which initiatives had been successful. This meant that Neural could be confident that it was taking the right approach with its PR.

4. Relationships with industry editors

After 25 years in the industry, the team at Milner had built strong relationships with editors from key industry titles. The editors trusted Milner to provide relevant and interesting content, and in return Neural was more likely to get coverage in titles relevant to its audience.

"Neural employed Milner to build its brand and reputation within its target media and to raise awareness of the company and its experience in the fraud and risk management industry.

I was pleased with the results of the PR programme that Milner ran, particularly the thought leadership survey which gained a lot of engagement from the industry. It's given us a valuable resource to talk about at events and unique content to position ourselves as a leading player in the industry.

Over the course of the PR programme, our web visitors increased by nearly a fifth. The coverage that Milner has gained for us is impressive and I would recommend them to companies wanting to invest in their brand and reputation."

Luke Taylor

CCO and Deputy CEO

Neural Technologies