



**TMI Customer Service Experience**

TMI approached us via a recommendation from fellow Cello Group members. They help organisations like British Airways and Sainsbury to improve their customer experiences working with internal staff and customers themselves. They asked us to help communicate their services in a short animation and we were happy to oblige. For this project we worked with the client to create the script, voiceover, storyboards and ultimately the animation. Find out more about their work at [www.tmi.co.uk](http://www.tmi.co.uk)

Check out the video here <http://vimeo.com/54325724>

“ I just wanted to say a HUGE thank you for our magnificent video. Thanks for always dealing with us with exceptional positivity and indeed patience! You and your team’s service, capability and attitude have been really amazing. Everyone who has seen our video has loved it and I am hoping that some of this interest will result in referrals to you.  
 Gillian James, Managing Director of TMI

**What was the problem?**

We were asked to help create a short animation that explains their process, how they work and why they are at the top of their game. The key was to explain everything they do in a short space of time, that’s fun and interesting along the way. No easy task. They help companies in so many great ways so we had to be quite tough to extract the best bits. It was also important to keep the tone consistent across existing printed material and with a new website in the wings, this was more important still.

**And how did we solve it?**

Working with existing printed material, we created a new script that would fit the desired two and half minute viewing length. There was a lot of information to include but with clever transitions and a mix of image and voiceover explaining the sequence, we were able to do it.

We used existing illustration as a basis for the animation and added to these in the same style. They needed to become more consistent so as well as the animation we helped improve this through out their guidelines. Humour, fun and a few interesting surprises are sprinkled liberally throughout the animation. And for the personal touch, we agreed it would be great to have the voiceover coming from their managing director, Gillian James, and she did a fantastic job too!

**The Results?**  
 The results were hundreds of views online, lots of shares, new clients and requests to work with us on future animations. The client was really pleased with the results, and that always puts a smile on our faces!

500+ views



**Which services did this include?**

- DESIGN & BRANDING
- DIGITAL & INTERACTIVE
- STRATEGY & MARKETING
- CONTENT ENTERTAINMENT

Like this, let’s talk? email [michael@thehousetondon.com](mailto:michael@thehousetondon.com) or call + 44 (0)20 7209 4957