



Kommando® KLOCKWORK™ STAFFING



www.kommando.co.uk

INTERNATIONAL EXPERIENCE::

At the heart of everything we do lies **true engagement with consumers**. We are pioneers in the growing field of experiential marketing.

Award winning Kommando was founded in the late 90's & has operated in **21 countries**. We devised the **first Pan European Bluetooth** campaign for Levis, launched a new fragrance for renowned **global fashion house Chanel** across **5 countries** and **captured global press at the Brits** on behalf of the *Kooks*.

We've turbocharged our brand experiences by investing heavily in patented technology, enhancing the depth and reach of brand engagement, particularly through digital and social marketing channels

You're in safe hands thanks to our enrolment in **ISO 9001** and undertaking accreditation for **British Standard 8901**.

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Personalities and **looks** matter but **enthusiasm** and the **ability to work to a brief** are essential.

Kommando provide operational excellence in delivering small, medium and large scale face to face campaigns. We are experts in logistics and problem solving with lead agencies and brands.

KLOCKWORK™::



All of our campaigns are underpinned by Klockwork™; our unique field force recruitment process and monitoring, evaluation, processing, invoicing and mobilisation software. Its had a full decade of investment/ enhancement put behind it and its name quite simply says it all.

No longer need you worry about promotional staff no shows or, even worse shows from no hoppers. Klockwork™ puts the right staff in the right place at the right time and of course, at the right price. In short we deliver at as near 100% as is physically possible – in an industry where 50% turn out has almost become an accepted norm.

Compliance is everything. That's why we are ISO 9001 enrolled. That's why we have public liability cover large enough for any eventuality. That's why our health and safety training is unprecedented and our record flawless. That's why we risk asses every potential outcome, and that's why we don't just train our staff but constantly monitor, mystery shop and evaluate them with a unique rating system that's visible to all on Klockwork™.

Benefit 1

In – house 3,000+ staff database for booking & rating. Screen staff via biogs & castings.

Benefit 2

Only agency to have a sign in & out tracking device for staff as well as an opt-in facility opposed to cold calling.

Benefit 3

Track staff attendance/ movement via *Klock- U*. UK wide coverage. 365 days 24/7. Management & Quality Control.

Benefit 4

No affiliation with 3rd parties. It's all our own staff. Real time reporting & feedback.

Benefit 5

£10m event specific 'public liability insurance' cover. ISO 9001 enrolled.



In-house booking & rating system::

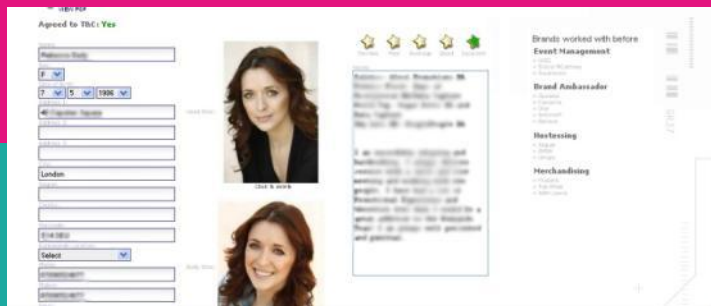
Patented System & Database

3,000+ brand ambassadors

We have a force of 3,000+ brand ambassadors across the UK. This means whether you want 1 member of staff for a one-off promotional campaign, or 100+ promo staff for a 6 week campaign from Aberdeen to Brighton, we're your guys. We understand that sourcing the right face and personality for your brand is top priority, we do this through rigorous vetting and assessment procedures.

Let us fully vet and match the right staff for your campaign. We allocate staff ratings for previous performance/ results and staff can only become Event Managers after receiving a 3-5 star rating. We provide staff across the entire UK and have done so for over a decade. We have a very strong head office understanding of local issues such as venue planning and the by-laws affecting the likes of leafleting and sampling. Our local event managers are fully immersed in local issues that are likely to present legal and operational problems.

So we have the staff but maybe you want to do the choosing? For extra peace of mind, clients can screen staff by watching [video blogs](#) or by holding [bespoke castings](#). Video blogs are recorded by staff (answering questions supplied by Kommando). Take a look at an example of a staff profile below.



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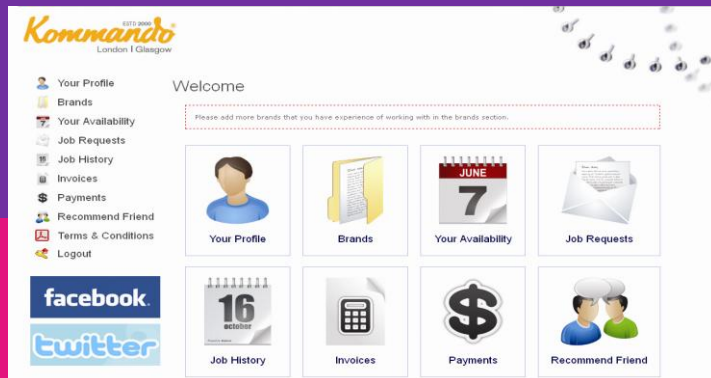
Opt-in facility for all staff::

Opposed to cold calling

The only agency on the planet

We are the only agency on the planet to create and operate venue specific **sign in and out** tracking devices for staff and to operate a fully managed **OPT IN** and self managed **diary based online** staffing system. These systems ensure that we are the first choice in staffing supplies for the Cabinet, Scottish Government and sole provider of promotional staff for Pearl And Dean for over 11 years. Alternative systems utilise cold calling as a way of hiring staff, Klockwork's strategic approach means we can provide staff whether it's an advanced or last minute booking.

By tailoring staff preferences to a campaign we can achieve better performance and results i.e. punctuality and positive mentality. Prior to Klockwork™, Kommando's telephone booking system resulted in 55% of staff completing the job (i.e. turning up on time or at all). After using Klockwork™, this increased to 95%. The picture below demonstrates how staff can update their profiles through Klockwork™.





Klock- U & UK wide coverage::

Issues Are Always Resolved. The Briefing Process. Mystery Shoppers

Our account team Managers and Directors are available to resolve issues at all times

We employ a detailed escalation procedure from the frontline and account teams. We aim to resolve all issues in the field and have a reputation for problem solving based on our massive experience of likely issues that arise.

We are equipped to deal with these issues however we do have an escalation policy where clients are kept in the loop with any issues regarding third parties not associated with Kommando or reputational issues likely to raise issues of police, venue or PR attention.

The briefing process can vary from collective team briefings for **detailed product training** to **online downloads** with **follow up interviews** by account management teams. Further **mystery shopper** and **mandatory pre campaign briefings** are carried out by selected event managers before the first live shift.



3rd parties & reporting::

It's all our own staff

Your reputation and credibility are in the hands of the people selected

Staff are NEVER hired from a third party (e.g. local agency). We feel strongly about this because third parties rarely have the legal requirements in place to cover Public Liability. We get to know our staff, growing lasting relationships and promoting loyalty/ hard work.

Real time activity reporting & feedback is included and we can also provide you with access to a variety of complementary services such as our rental fleet, questionnaires/ survey tools and technology e.g. i-pads.



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Event specific insurance::

Event specific 'public liability insurance' cover

£10 million public liability insurance

Kommando's insurance covers the risks or hazards for EVERY campaign - with cover for up to £10m. No company should risk hiring a staffing/field marketing agency that doesn't have FULL cover. For example, one peanut allergy could cost thousands of pounds in a payout – not to mention losing client and the PR backlash. Ask the question! Ask to see the certificate if you are not sure!

We are ISO 9001 enrolled and also have the capabilities to obtain staff who have food hygiene certificates and criminal record checks. Kommando have exceptionally high standards and these are enforced at the very grassroots level. We have a code of conduct that all staff must sign up to at registration by Klockwork™. This code is re enforced on every booking and tested by mystery shoppers that identify further training needs and score effectiveness of staff.



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TESTIMONIALS FROM CLIENTS::

Arc UK on behalf of Cadbury's

"We were really impressed with the staffing. They not only looked great but were highly engaging."

Brand Manager, Aftershock

"We found Kommando to be an excellent agency to deal with. The staff that they provided delivered beyond our expectations. I always believe that agencies always show their ability when things aren't going to plan - whenever this has happened, Kommando have been immediate and decisive in their actions delivering brilliant solutions."

Account Manager, Real and Smooth Ltd

"The staff were hard working, efficient and very enthusiastic - the service to the each and every customer was of a great standard, as was the end product each person took home. The team were great to work with before the event and really worked well with my brief on the day. Even though it was a lot busier than we all expected the staff really stepped up and were extremely customer focused. I would have no hesitation in recommending."



TESTIMONIALS FROM STAFF

Cora, Promotional Model

"Working for Kommando was a brilliant experience, so much so I keep coming back for more! The response to the campaign exceeded expectations and I was glad to be a part of it!"

Suzanne, Event Manager

"With 10 years experience of working in field marketing and having worked for Kommando as an Event Manager on several UK wide campaigns I can safely say they are one of the best agencies I have worked with. They plan meticulously and react when necessary making their campaigns run smoothly allowing me to concentrate on delivering great results. I look forward to working with them in the future."

Damian, Event Manager

"It's always a great pleasure working on Kommando's campaigns. You really feel that you have the support behind you, giving you the confidence to fully concentrate on what's expected of you, which in turn produces great results. I have participated in many great Kommando experiences. The diversity of work means I'm never left feeling complacent or discontent. I enjoy coming to work."



CONTACT::



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