

Communications manager for Fortune 500 company turns to Pawling & Associates for “C-level” messaging

Executive summary

Though it's a division of a Fortune 500 company with deep resources, Arrow Enterprise Computer Solutions faces complex staffing challenges. Copywriting is a good example. With Pawling & Associates, Arrow ECS “staffs up” instantly when it needs help – getting the expertise, response and dependability of an in-house copywriter at a fraction of the cost.

Client

With more than 1,000 employees and 2005 sales of \$2 billion, Arrow Enterprise Computing Solutions, a business group of Arrow Electronics, is about more than moving hardware and software – it's about solutions and industry knowledge. Its copy has to reflect that.

Challenge

Too much to do. Too little time. Even in a company as big as Arrow it's a familiar mantra. “I always thought I could use some kind of on-demand copywriting help but I didn't think anybody from the outside could “get” our business well enough to do the job,” said Ann Shiveley, Arrow Communications Manager.

Solution

When timelines are tight Shiveley comes to Pawling & Associates' Lead Writer and Founder Pat Pawling to, for example, create companywide letters to employees from C-level business leaders. “These letters are not easy,” Shiveley said. “The tone has to be right and the writing has to be inspirational and informational and ... well, it can't be stuffy or something that makes people go to sleep. What our leaders have to say is important and it's vital to get the message just right. Pat has a good grasp of our business and he crafts messages that deliver the information succinctly, in an approachable and businesslike tone.”

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Benefits

Creating more time: With Pawling & Associates instantly available to handle quick-turn jobs, Shiveley can focus on more strategic issues.

Money saved: “It really doesn't cost much to have these letters drafted, whereas if we had to sweat through them internally we'd do a good job but we'd be burning a lot of resources that should be applied elsewhere,” said Shiveley. “I haven't quantified savings but I believe Pat helps us run more efficiently, since we only use him when we need him.”

Weekend work: If Shiveley needs a letter draft on her desk Monday morning, Pawling & Associates makes sure it's there.

Dependability: “Solid as a rock,” Shiveley said. “Once I send something off to Pat I can relax and move on to the next project.”

Pawling & Associates

www.pawling.net - Pat@Pawling.net

866-856-5544 or 609-945-4941