



Conferencing becomes part of The Rexam Way



Rexam is the world's second largest consumer packaging group and one of the world's leading beverage can makers. It serves a number of industry sectors including beverages, personal care, healthcare, and food.

BT Event Call helps Rexam co-ordinate its global activities at less cost to its bottom line and the environment

Challenge

With a turnover of around £3.6 billion and employing some 24,000 people in more than 20 countries, Rexam is a business partner to some of the world's most famous and successful consumer brands as well as young, entrepreneurial start-ups.

The company's way of working – The Rexam Way – is at the heart of everything it does. Leslie Van de Walle, Rexam's Chief Executive Officer, explains: "We have a passion for three things: industry leadership, commitment to innovation, and delivering exceptional value. Increasingly that also means being a more sustainable business."

Solution

Accordingly, Rexam was looking for a more cost effective way to communicate with its people around the world and it chose hosted virtual meeting services from BT Conferencing.

In particular, BT Event Call has been adopted for the company's quarterly senior management meetings. Leslie Van de Walle says:

"BT Event Call is used to communicate with our top 60 leaders around the globe on a regular basis. It's a very efficient way to reach our people and the fact that it has interactive tools such as Q&A facilities and the ability to poll the participants makes it even more useful."

Value

To save on costs, Rexam has turned to web-based conferencing for business reviews between its UK and South American offices.

Held three times a year, these reviews would have typically involved three people flying from South America to the UK. This would require Rexam to spend around £15,000 on flights, plus over £1,000 on other costs, such as accommodation, meals, and taxi rides. On top of this, each delegate would have to factor two full days of travel into their diaries, and then there's the issue of carbon emissions from the numerous journeys. It all adds up to a lot of hassle and expense for just a four-hour meeting.

Leslie Van de Walle concludes:

"Conferencing saves time and travel costs, and helps protect the environment. It's a great way to communicate efficiently with all our teams right across the world."

Offices worldwide

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