



Novus Group Client Case Study: Mazars

Overview of the company

Mazars is an international, integrated and independent firm, specialising in audit, accountancy, advisory and tax services.



The problem statement

Mazars wanted more control over their article viewing process and ability to have live updates of articles to close the gap in their response time.



Solution and implementation

Novus Group provided Mazars with their own dashboard where they can view all their live updated articles immediately, so they can send them to the relevant stakeholders.

Mazars received a dedicated account manager that assisted with their onboarding and training.

Mazars has seen a huge improvement in productivity.



Plans for the Future

Mazars definitely will keep what they have currently and will look to add one or two of our additional services.



Quote from the Client

“Your service is really excellent and above and beyond the competition. Novus has been a game changer to provide key stakeholders with our coverage in real time. Our thought leaders receive feedback that positively impacts their response time to media queries and encourages them to write more and engage frequently with media”



Thank you

