

PEUGEOT CITROËN SOUTH AFRICA

August 31, 2016

To Whom It May Concern,

Peugeot's introduction to Jodene Shaer occurred in 2011 when she was recommended to assist us in handling our brand image on the Social Media platforms.

We were impressed with her enthusiasm, sensibility, communication skills and professional conduct, so much so that we contracted her to manage our social media platforms.

In the five years that we have worked with Jodene and her team at Chat Factory we have seen a vast improvement in the overall perception of the brand online.

Their functions included:

- Implementing a new strategy in line with brand outcomes, including the creation of the online personas to deal with customer and the influencer driving experiences.
- Creating hashtag campaigns of which #FeelPeugeot has been used almost daily for more than 5 years
- Handling all content and community management and dealing with complaints and requests in conjunction with customer care and management.
- Finding and managing important influencers who experience our vehicles and report back on their blogs.

In March 2016 Chat Factory trained Peugeot's internal team on all aspects of managing the Social Media Platforms. However they continue to monitor and support the team on a daily basis externally and take over on weekends/holidays, and on an ad-hoc basis when necessary.

Jodene's outstanding interpersonal skills have been demonstrated in managing, motivating and inspiring her team at Chat Factory.

Having worked closely with the Chat Factory team in the past five years I can say with confidence that they are up to any task they are charged with.

They are extremely connected in the industry, consistently pleasant and tackle all tasks with dedication and a smile.

I highly recommend the Chat Factory team

Sincerely,



Nicole Blinnie
GM: Sales & Marketing

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