

## CHALLENGE

With more than 200 offices nationwide, Centex Mortgage, Title & Insurance Group (CMTIG) faced numerous challenges when it came to communicating with its employees in three different business units. Like many companies, CMTIG found it difficult to reach all of its employees with corporate communications – especially communications in video format. The company needed a solution that would allow it to:

- Break through the clutter of e-mail to encourage target audiences to open their communications
- Track and report communication usage
- Send surveys and use survey data effectively
- Roll out various company-wide promotions
- Send TV-quality video to its employees without compromising its network

## SOLUTION

CMTIG selected the Ignite Content Delivery Solution to address its corporate communications and promotional needs. By using Ignite, CMTIG can ensure that end-users are actually viewing the content they receive. CMTIG branded the solution as **CENTRAL**.

In just 30 days, **CENTRAL** was installed on 4,265 computers for more than 3,200 employees. The Ignite solution has saved money and eliminated the cost of producing DVDs. In addition, Ignite allows CMTIG to:

- Deliver timely corporate messages
- Track and report viewership rates
- Target content to a specific group
- Expand its creativity for corporate messages
- Increase internal marketing and promotional campaigns

**For more information about the Ignite Content Delivery Solution, visit [www.ignitetech.com](http://www.ignitetech.com).**

*“Ignite has truly transformed our corporate communications delivery. It allows us to send rich media content to our employees anywhere, anytime. We appreciate the improved quality and timeliness delivering executive messages and important updates. The Ignite solution is an invaluable resource for our company.”*

**Debbie Catka**  
**Vice President, Training & Communications**  
**Centex Mortgage, Title & Insurance Group**



## RESULTS

Since implementing **CENTRAL**, CMTIG has delivered hundreds of videos and Flash files containing a total of 1.82 terabytes. Ninety-five percent of the company's employees believe that the Ignite solution is “an improved method of distributing business-critical information.”

CMTIG has achieved much better reach for its communications, and viewing rates have increased dramatically. CMTIG is also able to track behavior and see who is viewing important communications.

For the future, CMTIG is exploring options to integrate the Ignite solution with its Learning Management System and intranets to continue to increase viewing rates and have one main portal for all its communication tools.

CMTIG's use of Ignite has continued to grow and has expanded to include using Flash technology in many of its corporate communications.

## ABOUT CMTIG

**Centex Mortgage, Title & Insurance Group** is a financial services operation that provides mortgage lending, title services and insurance products to buyers across the U.S. through its companies: CTX Mortgage, Commerce Title and Centex Insurance Agency. Its corporate office is located in Dallas. CTX Mortgage is one of the nation's largest non-bank retail mortgage originators. Commerce Title provides nationwide residential and commercial title insurance and settlement services. Centex Insurance offers homeowners' insurance to more than 100,000 customers nationwide and also offers life, auto, boat, commercial, home warranty and umbrella policies.