

ICXP Product Video

Case study

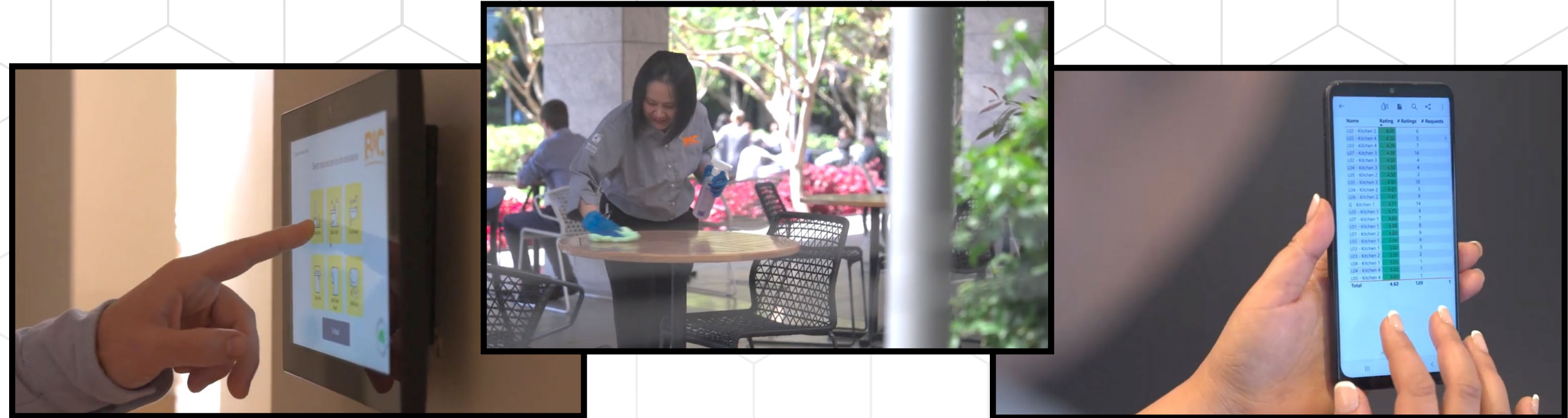
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Client: BIC Consolidated

Industry: Hygiene & Cleaning services

Target audience: Senior professionals, facility managers, building owners, and procurement managers

Services: Animation, Concept development, Film editing, Filmography, Video editing, Videography, Sound



Overview

BIC Consolidated is a leading Australian commercial and industrial cleaning company committed to high-quality, cost-efficient cleaning and support services. Formed through the recent merger of Consolidated Property Services and BIC Services, the company now operates under a unified brand to enhance sustainability, service capability, and long-term value for its people and partners. BIC Consolidated delivers services across major cities and regional areas in Australia, ensuring high standards in commercial cleaning nationwide.

Scope

In a post-COVID world, service efficiency and customer satisfaction are more critical than ever. Interactive Customer Experience Platform (ICXP), BIC Services' innovative technology, enhances real-time issue resolution and optimises building operations. However, its complexity required a clear and engaging way to communicate its value to facility managers and decision-makers.

Talk to us about a project – Call Stefan info@cyrius.com.au

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Objectives

Cyrius was commissioned to produce a high-impact, 1-minute sizzle video that would simplify ICXP's key benefits, attract interest, and drive inquiries. The video needed to highlight real-world applications, showcase the technology's impact on service delivery, and encourage potential customers to explore further.

Solutions

The team developed a structured storyboard, ensuring a smooth narrative flow. Filming was done in 4K with dynamic visuals, professional voice-over, and a custom soundtrack to create a polished, engaging video. Motion graphics and animations illustrated ICXP's real-time data tracking and issue resolution capabilities. The final product was optimised for multiple platforms, including BIC's website, social media, and direct sales presentations.

Outcome

The video successfully positioned ICXP as an essential tool for improving operational efficiency, increasing customer satisfaction, and ensuring service transparency. It generated strong engagement, increased product inquiries, and reinforced BIC Services as an industry leader in facilities management technology.

What they said:

"We are a major national Commercial Cleaning and Facilities Services company and would recommend Stefan and his Cyrius team to anyone at our scale of operation, to cover all the bases and support internal teams to achieve their company vision."

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Cyrius is a digital communications agency located in Sydney. We design, create, and develop digital and offline marketing communications for corporates, government agencies, NGOs, not-for-profits, small businesses, start-ups, and community organisations across Australia.

We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

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