

Online Demonstrations Attract Over 100 New Corporate Clients

FCm DER Travel Solutions delivers more product demonstrations at lower cost by turning to online solutions.

Summary

Customer Name:

FCm DER Travel Solutions

Industry:

Business travel services

Location:

Frankfurt am Main, Germany

Number of Employees:

800

Challenge:

- Demonstrate value of web-based travel reservation tool to prospective corporate clients
- Train customers to utilise rich, powerful features of online travel reservation technology
- Cut corporate travel costs by reducing need for in-person demonstrations and trainings

Solution:

- Web-based solution allows for rapid deployment to employees companywide
- Online application enables customers to access training sessions easily
- Hosted model helps ensure reliable connectivity and high availability

Results:

- Added 130 new corporate customers to client base within first year
- Enabled staff to give more demonstrations while keeping corporate travel costs low
- Shortened sales cycle by showcasing immediate benefits of online reservation technology

Challenge

FCm DER Travel Solutions is one of the world's leading corporate travel management companies. Focused exclusively on global business travel services, the company operates nearly 100 business travel centers located at industrial customer sites and airport service counters across Europe. Headquartered in Germany, the company earns revenue of over €550 million per year.

As part of its portfolio of services, FCm DER Travel Solutions operates a proprietary online reservation tool called Global TR@C that corporate clients can use to book flights, hotels, rental cars, rail tickets, and other accommodations. "Global TR@C is a comprehensive travel management application that companies can use to save time and significantly reduce travel costs," says Christian Spangenberg, area manager for key account management and sales at FCm DER Travel Solutions. "Global TR@C has powerful features that allow customers to select preferred service providers and save detailed travel guidelines. However, the solution is only effective if customers know how to use it. Without training, many customers don't utilise the full range of functions that Global TR@C offers."

To train customers on how to manage their travel using the rich capabilities of Global TR@C, FCm DER Travel Solutions needed a way to showcase the system's features while controlling corporate travel costs. "Like our clients, we need to optimise our travel budgets and take advantage of every chance for cost-savings. If we tried to meet each customer in person, costs could easily reach several hundred Euros per trip," Spangenberg says. "We needed a technology that would not only help us save money on travel, but would also help us provide better customer service and develop deeper relationships with our clients through informative and interactive training sessions."

Solution

Before choosing an online demonstration tool, Spangenberg and his team considered several solutions but quickly selected Cisco WebEx™ meeting applications based on their comprehensive features and reputation for quality. "WebEx offered an impressive list of features as well as cost-effective, reliable performance," says Spangenberg. "Those factors, combined with input from several employees who had positive experiences with the technology in the past, convinced us that WebEx solutions would be ideal for our needs."

Spangenberg and his team were able to deploy the new Cisco® WebEx solution rapidly, starting with a small pilot program at the company's headquarters and gradually implementing the application at regional FCm DER Travel Solutions offices across Germany. Both employees and customers quickly found that WebEx® technology was easy to use. "When our customers saw that they didn't need any additional software to use WebEx meeting applications, they were immediately impressed," Spangenberg says. "They very much appreciated the ability to access our training sessions easily from any location using only a web browser."

By choosing a reliable hosted solution, Spangenberg does not need to worry about connectivity or availability. "Cisco WebEx meeting applications are available at any time of the day or night, and we're confident that the technology will be up and running whenever we need it to be," he says. "With Cisco WebEx, we have a reliable, easily accessible technology that enables our clients to get the most out of our web-based travel management services."

"Our team members can minimise travel by using Cisco WebEx technology to demonstrate our online booking technology. That way, they're focusing more time and energy on creating sales opportunities."

**—Christian Spangenberg, area manager for key account management and sales,
FCm DER Travel Solutions**

Results

Since implementing Cisco WebEx solutions in 2003, FCm DER Travel Solutions has used web-based Global TR@C demonstrations to attract and retain dozens of new corporate clients, significantly increasing its client base while keeping travel costs low. "After we started using WebEx technology in 2003, we added an additional 130 customers in 2004 alone, which is a tremendous increase for us," Spangenberg says.

Because of the robust features that WebEx technology provides, Spangenberg and his team can demonstrate how Global TR@C can have a direct, positive impact on corporate travel budgets. "If you can give an online demonstration that shows prospects precisely how online reservations maximise business travel expenses, you will gain customers almost automatically," says Spangenberg.

In addition to speeding up the sales process, Spangenberg points out that Cisco WebEx solutions have also allowed his team to become more efficient. "Our team members can minimise travel by using WebEx technology to demonstrate our online booking technology. That way, they're focusing more time and energy on creating sales opportunities," he says. "From increasing productivity to controlling costs, WebEx has proven to be extremely useful in every respect."

Next Steps

In the future, Spangenberg and his team hope to expand the use of WebEx to negotiate quotes for services and other business activities on an international scale. “WebEx solutions have revolutionised how we perform sales demonstrations and provide customer training,” Spangenberg says. “Based on our success so far, we’re very excited to discover all of the other ways that Cisco WebEx technology can transform our business.”

For More Information

To find out more about Cisco WebEx, go to www.webex.co.uk

Product List

Cisco WebEx



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

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