

Online Tools Bring Software Developer Closer to Customers

Gael Quality expands its use of WebEx technology to enhance customer experience and increase sales.

Executive Summary

Customer Name:

Gael Quality

Industry:

High Tech

Location:

Tulloch Gael Quality, East Kilbride, Scotland

Number of Employees:

70

Challenge:

- Repeated sales trips were affecting sales and existing client relationships
- Needed sales staff to meet more people in less time
- Prospective clients need to see the software in action to fully appreciate benefits

Solution:

- Remote access to provide assistance for customers and install products remotely
- Expanded web conferencing to reach larger audiences

Results:

- Can now offer customers a guaranteed response time of two hours and resolution time of 24 hours
- Increased WebEx usage, with 60 percent of the company's employees regularly using it and 100 percent of sales and marketing
- Reduced travel for sales people from ten days per month to less than two days, increasing productivity

Challenge

The nature of Gael Quality's Q-Pulse and MindGenius products make it imperative that prospective clients see the software in action to fully appreciate its benefits. However, the firm found that repeated sales trips and face-to-face meetings to demonstrate the products were affecting sales targets and existing client relationships. Sales executives were spending approximately ten days per month on the road, often holding no more than two meetings per day. The company urgently needed an alternative to allow its sales team to meet with more people in less time.

Gael Quality recognised the potential for using web-based software to collaborate with others on a global scale but found its challenge was only partly solved when it invested in web meeting tools from Citrix. While workers could host meetings from their desks, issues with bandwidth, reliability and corporate firewalls meant they had to revert to offsite business meetings.

Solution

In 2003, Gael Quality invested in Cisco WebEx® Meeting Center as an alternative to Citrix, having sought a more streamlined and reliable way to do business online. Since that time, the company has demonstrated the benefits of its software using the desktop-sharing functions, as opposed to carrying out in-person demonstrations.

In more recent developments, Gael Quality has found that WebEx proved so successful in generating sales, it has now moved to using the technology for other purposes: tech services, customer services and customer academy events. For reaching larger audiences, Gael Quality uses Cisco WebEx® Event Center to hold online events and webinars with clients and guests.

Meanwhile, the customer support and technology services departments are using the remote access function to provide assistance for the company's customers and install products remotely. Gael Quality's technical staff can now access a customer's desktop and resolve technical issues almost instantly, thus significantly enhancing the traditional support process. Additionally, the company has been able to deepen and build relationships with its customers by holding regular check-in meetings using WebEx to find out whether customer needs have changed and whether they are making full use of its software. This is allowing Gael Quality to further grow its accounts and bridge the gap between sales and support.

Results

Gael Quality has recently begun hosting a new online learning solution, which it is aiming to grow over the coming years. The Academy Live programme is a 30-minute, fortnightly clinic on a particular business challenge or hot topic, open to live questions from Gael Quality's customers. The sessions are recorded so that people from multiple time zones can access them. These recorded sessions usually receive between 100 and 200 downloads.

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In addition, Gael Quality has also taken advantage of Cisco WebEx[®] Support Center to offer a guaranteed response time of two hours and a resolution time of 24 hours to its customers. Previous processes relied on customers implementing actions detailed in troubleshooting guides.

Reduced travel and business continuity are further benefits Gael Quality has experienced using WebEx. In April 2010, the eruption of the Eyjafjallajökull volcano in Iceland and subsequent closure of European airspace cost the UK economy an estimated £100 million or more¹. However, this did not affect Gael Quality. Approximately 60 percent of the organisation’s employees regularly use WebEx technology, and that number rises to 100 percent in the sales and marketing departments. “WebEx is fully integrated into our organisation and allowed us to continue our business regardless of the ash cloud disruption,” says Gael Quality’s director of sales, Andrew McGee. “Our teams live and breathe WebEx, so it was business as usual in April.”

McGee’s sales team now has instantaneous access to prospects and clients on a daily basis. “Within an hour of an enquiry we can be in a virtual meeting with a customer or prospect to understand their challenges and how our products could address their needs,” he says. “We hold around 120 WebEx meetings a month, with some of our team performing five sales meetings a day. The increase in productivity and ability to reach prospective customers has been fantastic.”

Similarly, sales people who were traditionally on the road for ten days per month now rarely need to be out of the office for more than two days. McGee has noticed his team is happier, and far more productive.

Next Steps

Gael Quality will continue its widespread use of WebEx conferencing and is looking to increase the number of large online events it holds. “It has become an integral part of how we operate,” says McGee. “By using WebEx, we’ve not only saved time and money and generated sales, we’ve changed our working culture. It’s a great help to us. We could never possibly achieve our global outreach to customers without WebEx.”

1. International Air Transport Association

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For More Information

- To find out more about Cisco WebEx, go to: <http://www.cisco.com/go/webex>.
- To read other success stories, go to: <http://www.cisco.com/go/webexcasestudies>.
- To provide feedback or participate in the WebEx customer reference program, email: real.results@webex.com.

Product List

- Cisco WebEx Enterprise Edition
- Cisco WebEx Remote Access



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