

Online Meetings Enable Sales Team to Increase Leads Tenfold

HLP Information Management GmbH uses web-based meetings to expand global sales reach and create more qualified leads.

Summary

Customer Name:

HLP Informationsmanagement GmbH

Industry:

Software and IT services provider

Location:

Eschborn, Germany

Challenge:

- Highlight sophisticated features of advanced IT systems
- Deliver more sales presentations and product demonstrations to global customers
- Improve meeting accessibility while reducing costs for customers and staff

Solution:

- Hosted solution allows for quick deployment companywide
- Scalable web meetings accommodate large numbers of participants
- Web-based application offers easy accessibility to worldwide customers and prospects

Results:

- Enabled sales team to attract 10 times the number of new sales leads
- Significantly reduced travel costs for employees and clients
- Minimized need for onsite customer technical support visits

Challenge

HLP Informationsmanagement GmbH is a provider of software and IT solutions that specializes in helping global clients such as BASF, Commerzbank, and ThyssenKrupp optimize business processes to improve quality and productivity while reducing costs. The company offers a range of products and services that include technical seminars and workshops, strategic consulting, project management, and software design and development. With expertise in Java, mySAP/SAP NetWeaver, and other tools, HLP offers web-based solutions for information, knowledge, and improvement management that include web portals, e-commerce systems, and intranets, as well as form and content management systems.

HLP systems are designed to simplify information management, but clients and prospects often need help understanding the sophisticated technology behind HLP products. “We offer systems with many features and capabilities that enhance the user experience,” says Thorsten Heid, managing director of HLP. “Helping our customers understand what our technology offers and how it works is the most important part of the sales process, so product demonstrations and sales presentations are a top priority for our sales team.”

Because face-to-face sales meetings can be costly and difficult to coordinate, HLP began searching for an online meeting application that sales team members could use to give more presentations and reach a greater number of customers around the world. “Our clients and prospects are extremely busy and don’t like to commit to meetings, so it can be very tough to bring key decision makers together in the same room,” Heid says. “We needed a cost-effective, easy-to-use technology that would make meetings more convenient, while still allowing us to showcase the full range of our technology products and services.”

Solution

Before selecting Cisco WebEx™ solutions, HLP tried using a different online meeting application but found that the technology could not accommodate large numbers of users. “Our previous solution limited us to one-on-one web meetings, and the application operated like a simple desktop sharing program,” says Heid. “It was completely insufficient for large web events. Now we hold more than 60 online seminars every year, and we can accommodate any number of users. WebEx technology is easily scalable, so having enough meeting capacity simply isn’t a concern for us anymore.”

Since Cisco WebEx® technology is a hosted solution, HLP was able to quickly offer online meetings without making additional investments in IT infrastructure or staff. “Our IT team is extremely busy, but we were able to implement Cisco WebEx solutions across the company within a short timeframe,” Heid says. “With WebEx technology, you don’t need to worry about maintenance or support, so IT teams can easily offer more services without adding time-consuming tasks to their existing project workloads.”

With web-based technology, customers and prospects can also easily access WebEx meetings from locations around the world. “During an online meeting, participants can ask questions and share ideas just like in face-to-face presentations, but people only need a computer with Internet access to attend,” says Heid. “With WebEx technology, customers don’t need to worry about configuring their systems. They just click a link and can start participating in the meeting immediately.”

“Online meetings are also considerably more cost-effective than meeting face-to-face, so we’ve experienced tremendous growth while controlling costs. WebEx meetings have been the ideal medium for our sales presentations.”

— Thorsten Heid, managing director, HLP Information Management GmbH

Heid and the HLP team use additional WebEx features, including application sharing and meeting management tools, to make organizing and conducting presentations easier. “Before a seminar, I’m able to use WebEx technology to automatically send invitation emails and create calendar items,” Heid says. “Then when a meeting starts, I can just share my desktop, and everyone can follow what I’m doing. There’s even a pointer I can use to highlight important aspects for everyone to see. WebEx technology streamlines the entire online meeting process, from scheduling a session, to running the presentation, to following up with participants after a seminar is over.”

HLP also uses Cisco® WebEx application-sharing features to provide remote customer support. “Before WebEx solutions, we would have to travel to a customer’s location to provide support, which was expensive and time-consuming,” says Heid. “Now, customers can share their desktops with us so we can see what they see and quickly diagnose the problem. With WebEx technology, we can react to customer concerns more flexibly and provide much better service.”

Results

After implementing Cisco WebEx solutions, HLP has greatly improved the effectiveness of its sales team, allowing the company to attract 10 times the number of new sales leads while significantly reducing travel costs and other expenses associated with in-person meetings. “Since we started offering online meetings, significantly more prospects sign up for our courses and presentations, which results in more leads and an increase in sales,” Heid says. “Online meetings are also considerably more cost-effective than meeting face-to-face, so we’ve experienced tremendous growth while controlling costs. WebEx meetings have been the ideal medium for our sales presentations.”

By allowing the sales team to engage customers and prospects anywhere in the world, HLP has also expanded the global reach of its sales efforts. “WebEx meetings can be localised to virtually any international location, so our sales team members are able to easily invite participants from other countries,” says Heid. “With WebEx technology, we’re able to market our products globally without any problems.”

In addition to improving sales processes, WebEx solutions have significantly reduced the number of onsite customer support visits, allowing HLP to resolve technical issues more quickly while reducing the overall cost of customer support. “Since we started using WebEx technology, only one out of 100 service events requires one of our team members to travel to a customer site,” Heid says. “Not only does using WebEx solutions for remote customer support result in extraordinary time and cost-savings, it has also enabled us to dramatically boost our efficiency.”

Next Steps

In the future, HLP plans to continue using WebEx solutions to broaden its sales reach and improve customer service. “We’ve already experienced tremendous success with WebEx technology,” says Heid. “I see nothing but growth in our ability to use WebEx meetings to expand our business overall.”

For More Information

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

Product List

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