

Sales Team Showcases Multimedia Content with Web Meetings

CEV Multimedia accelerates customer support by 80 percent and cuts product returns by 80 percent with online meetings.

Summary

Customer Name:

CEV Multimedia

Industry:

Developer and provider of multimedia educational materials

Location:

Lubbock, Texas

Number of Employees:

55

Challenge:

- Give sales presentations at schools remotely to accommodate busy teacher schedules
- Deliver interactive demonstrations to highlight unique multimedia course materials
- Allow remote sales team members to communicate more frequently while reducing travel

Solution:

- Hosted solution offers highly scalable technology to accommodate shifts in demand
- Video and other multimedia features effectively showcase educational content
- Remote support allows technicians to resolve issues up to 80 percent faster

Results:

- Significantly increased sales opportunities by enabling team to meet more teachers
- Extended reach to smaller school districts to gain exclusive access to new customer base
- Provided more effective customer support to cut product returns by 80 percent

Challenge

CEV Multimedia specializes in producing career and technical educational resources for students at high schools, junior high schools, and colleges across the United States. The company's course materials feature DVD and Microsoft PowerPoint presentations accompanied by interactive lesson plans, as well as student activities and assessments. With a library of more than 1800 titles that range from child care to sports marketing, CEV is the largest producer of multimedia career and technical curricula in the country.

As a publisher of multimedia resources, CEV faces some unique challenges reaching its largest customer base, teachers and school administrators. "Traditional publishers can simply mail a textbook to a school, but we have to get in front of educators to go over our materials and showcase their value," says Linda White, vice president of technology at CEV. "As a former teacher, I know how difficult it can be to find time during the school day for a product demonstration."

For the company's remote sales team, busy teacher schedules were not the only obstacle to doing their jobs effectively. "Our sales personnel are located across the country, so they would have to get on a plane to give presentations at different schools and fly to our headquarters in Texas to meet with other staff," White says. "All of that travel was not only expensive, but it also added up to a lot of wasted time for our sales team."

White realized that CEV needed an innovative technology that would allow the company to demonstrate its multimedia course materials in a way that was much more convenient than meeting in person for educators and CEV salespeople alike. "I knew that the ability to deliver presentations to teachers and administrators at their desks would give us the reach and flexibility that larger, more traditional competitors couldn't match," White says.

Solution

When White began looking for an online meeting technology, she explored GoToMeeting and several other solutions, but her experience was less than ideal. "We ran into technical issues with the other applications we tried, and the support wasn't nearly as timely or as thorough as the excellent service we received during our WebEx trial," she says.

As a hosted technology, Cisco WebEx™ solutions also offered the scalability and availability that White wanted from an online meeting tool. "CEV is a growing company, so I wanted to make sure that our technology could easily scale up to accommodate more meetings and demonstrations," White says. "Unlike the other solutions we tested, WebEx just works. We've never had any problems with availability, so I was confident that the technology would be able to keep up with our demands."

White, a Cisco® Certified Network Administrator, was already familiar with Cisco solutions and also knew that WebEx technology would integrate smoothly into the company's new IT infrastructure.



"We're in the process of implementing a Cisco Unified Communications system, and WebEx technology fits in perfectly with the new technology we put in place," she says. "Relying on Cisco for our hardware, telephony, data center technology, and collaboration solutions makes our technology both easier to manage and more cost-effective."

During the deployment process, some of the company's sales staff hesitated to use WebEx® solutions until they discovered how easy it was to learn and use the technology. "We needed a solution that was user-friendly for everyone, from salespeople to prospects," says White. "The WebEx team was extremely encouraging and patient with us, and once our employees got some hands-on experience with the technology, they had no problems using it."

CEV salespeople have found that WebEx technology is an ideal way to demonstrate multimedia educational materials. "Our courses include lots of video, graphics, and other elements that teachers need to see and interact with," says Mark Johnson, the company's eastern U.S. sales manager. "With WebEx solutions, we can deliver rich, multimedia presentations to teachers no matter where they happen to be. It works great, and it's a perfect fit for showcasing our content."

In addition to sales demonstrations, CEV uses Cisco WebEx solutions to provide customer support to teachers in the classroom. "If a teacher is having trouble with one of our products, we can use WebEx technology to simply log onto their computer remotely and see what's going on," White says. "After implementing WebEx technology, we've been able to resolve technical issues up to 80 percent faster, and our customers are ecstatic when they see our support staff fixing their problems right before their eyes."

"WebEx technology has given us almost exclusive access to a large group of customers at small, geographically distant schools, where there simply is no competition from other publishers."

—Mark Johnson, eastern U.S. sales manager, CEV Multimedia

Results

Since deploying WebEx solutions in 2009, CEV Multimedia has been able to deliver highly effective course demonstrations to teachers and school administrators anywhere in the country quickly and easily, creating more sales opportunities while significantly reducing travel. "You can only do so many in-person presentations in a day, but with WebEx technology, we can schedule multiple meetings without inconveniencing anyone," says Johnson. "We've been able to reach more customers, so the volume of prospects we have in our sales pipeline has increased tremendously."

The CEV sales team not only reaches more prospects with WebEx solutions, but they have also extended their reach to a wider range of schools. "Many of our larger competitors don't even bother reaching out to smaller school districts, but we can meet with those teachers easily without having to spend money on travel," Johnson says. "WebEx technology has given us almost exclusive access to a large group of customers at smaller, geographically distant schools where there's simply no competition from other publishers."

In addition to reducing travel expenses, WebEx technology has helped CEV save money by significantly reducing the number of product returns. “Before WebEx solutions, if a teacher had a technical problem with any of our materials that we couldn’t fix, we had to replace the product,” says White. “Now that we use WebEx technology to provide more effective support, we’ve been able to reduce product returns by 80 percent.”

By using WebEx technology, CEV has also been able to reach more prospects and customers without having to hire more salespeople or managers, making the team more productive while helping to control staffing costs. “As a manager, I’m responsible for training and supporting our remote sales team in the field, which used to take up a lot of my time,” says Johnson. “Now, I can use WebEx solutions to manage a much larger number of more people and to do it more effectively.”

Cisco WebEx solutions helped CEV salespeople communicate more frequently with each other, and the technology has also increased collaboration across the company as a whole. “Our sales team can now provide valuable feedback to our marketing and content development teams, even if they’re working offsite,” White says. “With WebEx technology, everyone can come together and share their ideas, giving us a sense of community that’s essential to the success of our company.”

Next Steps

In the future, CEV Multimedia plans to use WebEx solutions to offer product and software training sessions to its customers, as well as to facilitate communication between teachers who are using CEV curricula. “WebEx technology is so versatile that we anticipate using it for far more than just product demonstrations and company meetings,” White says. “It’s going to play a key role in helping us deliver new products and services to our customers as we grow.”

For More Information

To find out more about Cisco WebEx, go to <http://www.cisco.com/web/products/webex/index.html>.

Product List

Cisco WebEx



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San Jose, CA

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

Europe Headquarters
Cisco Systems International BV
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