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– Martin Bowman, Director of Sales, Gael Quality

Gael Quality gets a perfect score with WebEx Enterprise Edition



INDUSTRY

Software Solutions

WEBEX APPLICATIONS

Enterprise Edition: WebEx Meeting Center, WebEx Sales Center, WebEx Support Center, WebEx Training Center and WebEx Event Center

SUMMARY

WebEx is used to give remote product demonstrations and hold online meetings with clients across the globe. WebEx is also used to offer remote support to customers and hold online events for both prospects and existing clients.

ABOUT GAEL QUALITY

Line of Business

Design, development and delivery of compliance management solutions

Headquarters

Tulloch Gael, East Kilbride, Scotland

Number of Employees

55

WebEx Customer since 2003

Gael Quality, a trading division of Gael Ltd, was established in Scotland in 1995. Since its inception, the philosophy of the company has been to offer software solutions to facilitate both personal and organisational improvement. Gael Quality is the UK market leader in the design, development and delivery of compliance management solutions, with clients in over 90 countries.

Gael Quality’s flagship product, Q-Pulse, is a software package which helps organisations achieve value from demonstrating compliance and has over 100,000 users in industries ranging from aviation to banking and local government. Gael also produces MindGenius, a business mapping tool used for brainstorming, change management and problem solving in the public, private and education sectors.

The Challenge

Because of the nature of the Q-Pulse and MindGenius products, it is imperative that prospects see the software in action to fully appreciate its benefits. However, Martin Bowman, Sales Director for Gael Quality, was finding that repeated sales trips and face-to-face meetings to demonstrate the products were affecting his sales targets and existing client relationships. “Our sales executives were spending around ten days per month on the road visiting existing customers or new prospects, often holding no more than two meetings per day,” explains Bowman. “I urgently needed an alternative to allow them to meet with more people in less time.”

Bowman recognised the potential for using web-based software to collaborate

with others on a global scale and his challenge was partly solved when he invested in web meeting tools from Citrix. Workers could host meetings from their desks until issues with bandwidth, reliability and corporate firewalls meant they had to revert back to off-site business meetings. “Essentially, we had gone back to stage one – we found that some people’s networks just wouldn’t let us hold a meeting with Citrix and it often proved quite embarrassing and was damaging our business relationships,” Bowman comments.

In addition to this, Bowman wanted the ability to reach larger audiences instantaneously. Although 60 per cent of Gael Quality’s business is in the UK, 40 per cent is international. “We needed a way to communicate product developments and upgrades to as many of our existing clients as possible in the least amount of time. Visiting each customer to explain the benefits of an upgrade, albeit a significant one, was proving inefficient and expensive,” he explains.

The Solution

In 2003, Gael Quality invested in WebEx Meeting Center as an alternative to Citrix having sought a more streamlined and reliable way to do business online. The choice was based upon WebEx Meeting Center’s ability to operate across firewalls, its network reliability and global reach. Having initially used WebEx Meeting Center for client liaison and sales presentations, the benefits of using WebEx soon became clear and Gael Quality upgraded to WebEx’s premium Enterprise Edition, which offers access to WebEx Meeting Center, WebEx Sales Center, WebEx Support Center, WebEx Event Center and WebEx Training Center.

“Within an hour of an enquiry we can be in a virtual meeting with a prospect or customer to understand their issues and offer our recommendations. We hold around 120 WebEx meetings a month, with some of our team performing five presentation pitches a day! The increase in productivity and ability to reach prospective customers has been fantastic.”

– Martin Bowman, Director of Sales, Gael Quality

Using WebEx Sales Center, Gael Quality can now demonstrate the benefits of its software using the screen sharing functions, as opposed to carrying out in-person demonstrations.

For reaching larger audiences, it uses WebEx Event Center to hold online events and webinars with clients and guests following presentations from their desks. To ensure the smooth running of these events, Gael Quality has been provided with free training and guidance from WebEx experts who help manage these online events.

In addition, Gael Quality uses the WebEx network to perform remote maintenance tasks, which initially weren't viewed as a primary challenge. However, using WebEx Support Center, the company's technical staff can now access a customer's desktop and resolve technical issues almost instantly, thus significantly enhancing the traditional support process. This helps the technical team to maintain and manage existing business relationships more effectively.

The Benefits

The chief benefit from using WebEx is that Bowman's sales team now has instantaneous and unrivalled access to prospects and clients. “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 explains. “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.”

In a recent sales push for its MindGenius business mapping software, Bowman's

team had a 100 per cent conversion rate after conducting 15-minute online product demonstrations using WebEx. “You can't argue with 100 per cent success!” says Bowman. “On the back of this, we're now looking to increase the size of the team working on selling MindGenius.”

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. Bowman claims his team is now happier, more relaxed and has the capacity to do more business with both existing and future clients.

Using WebEx Event Center, Bowman has also achieved his objective of communicating with larger audiences. When Gael Quality released a new version of Q-Pulse, he reached an audience of 90 customers located around the globe by presenting to them simultaneously online. Bowman finds the voting, polling and comment facilities of WebEx Event, which allow participants to give feedback to the presentation, particularly useful. “During the event itself, the audience was muted, but by using the WebEx feedback tools we could gauge audience responses to our presentation and adapt it accordingly. It also allowed us to answer questions that we received via chat right there and then, giving us direct access to potential sales leads,” he says. Gael Quality also made use of WebEx Event Center's recording facilities to record and post the event on their website for those customers and prospects who were unable to attend.

In addition, Gael Quality has also taken advantage of WebEx Support Center to offer a guaranteed response time of two hours and a resolution time of 24 hours to its customers, a significant advancement on previous processes

that relied on customers implementing actions detailed in trouble-shooting guides.

The Future

“WebEx has become a fundamental part of how we operate, and has allowed us to move from being a reactive organisation to a proactive one,” says Bowman. “By using WebEx we've not only saved time and money and generated sales, we've changed our whole working culture. If someone took WebEx away it would be like losing my mobile phone – it is that important to me.”

Gael Quality will continue its fervent use of WebEx and is looking to increase the number of large online events it holds. Following excellent results, Bowman is also considering investing further staff time into selling the MindGenius software via WebEx.

HIGHLIGHTS

- Using WebEx Sales Center, Gael Quality generated a 100 per cent sales conversion rate when demonstrating its MindGenius software
- Gael Quality's sales staff have gone from spending an average of ten days on the road per month to just three days
- Using WebEx, Gael Quality's sales staff now hold up to five meetings in one day, as opposed to the two they can hold when on the road
- Gael Quality can provide a guaranteed two-hour response time and 24-hour resolution time for support enquiries using WebEx Support Center
- Gael Quality has used WebEx Event Center to hold global, online sales events with 90 people