



## ***5 Steps to Optimizing your business through Web-Collaboration***

*Shadi Baqleh – Manager, Solutions Sales*





## ***Self Assessment***

- For each of these statements would you?
  - Strongly agree, agree, be neutral, disagree or strongly disagree
- I know all the areas of my business that WebEx can impact
- I know the expected amount and timeframe of that impact
- I know how to enhance my processes to take advantage of WebEx
- I know what resistance to expect, and have a plan to mitigate it
- I have a mechanism in place to measure my success and report on it

## *Poll – Greatest Challenge*

- Of all of these issues, which one is the greatest challenge for you and your organization?
  - Identifying the business domains
  - Quantifying the impact
  - Integrating and enhancing business process
  - Implementing successfully and overcoming resistance
  - Measuring results





## ***5 Steps to Collaboration Success***

1. Identify the business domains where collaboration technology can produce a measurable impact
2. Quantify the impact
3. Integrate collaboration technology with your existing or enhanced business processes
4. Manage change – facilitate the human behavioral change necessary for success
5. Execute with purpose, measure your progress and optimize your efforts

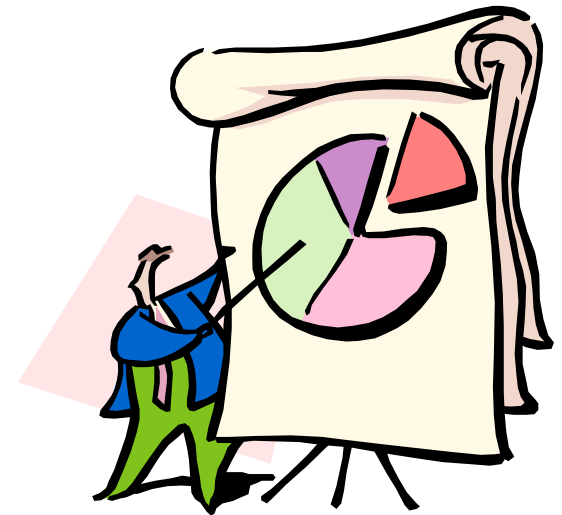
## Identify the Business Domains

- Web collaboration is only useful as it *applies* to a business result
- Ask: “Where are the *dissatisfactions and opportunities* in your business today?”
- Then, delve into individual likely domains
  - Training
  - Sales
  - Marketing
  - Project management
  - Public relations
  - Employee relations
  - General collaboration



# Training - eLearning

- Think beyond the formal training that you already do
- Internal opportunities
  - Sales – live instructor led and on-demand
  - HR – benefits roll-outs, compliance training, policy change
  - Continuing education credits
- External opportunities
  - Customer training – both free and for fee
  - Partner programs
  - Supplier programs
- Don't forget “on-demand”



# Marketing

- Campaign strategy development
- Event design and planning
- Creative input, review and approval
- Sales readiness
- Market awareness
- Lead generation
- Installed base loyalty and up-sell



# Sales

- Online product demo
- Involvement of the Subject Matter Expert
- Any-time collaboration with a prospect or customer
  - Document portals, discussion threads, etc.
- Discovery sessions with the prospect
- Proposal review
- Contract negotiation



# *Project Management*

- Product management
- IT system rollouts
- Engineering and development
- Consulting engagements



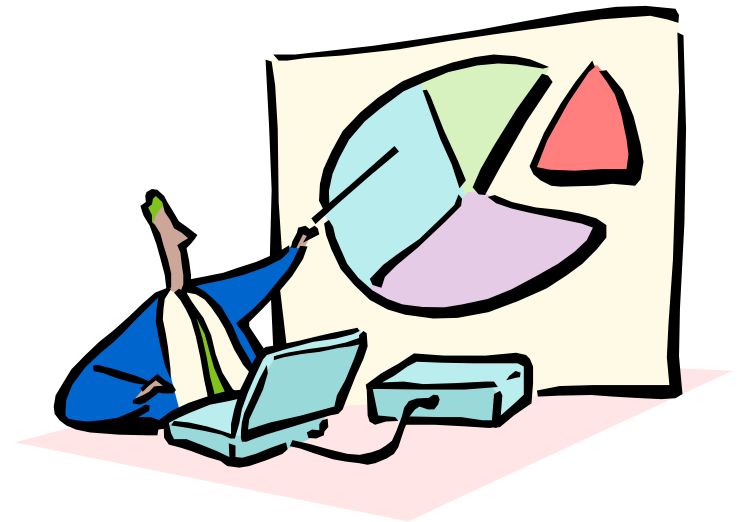
# *Public and Employee Relations*

- Investor calls
- Private investor briefings
- All-hands meetings
- Announcements
- Team meetings
- Policy and procedure compliance
- Recruiting, hiring and on-boarding



## *Poll – Which Domain Is the Highest Impact*

- eLearning – both internal and external
- Marketing
- Sales
- Project management
- Public and employee relations



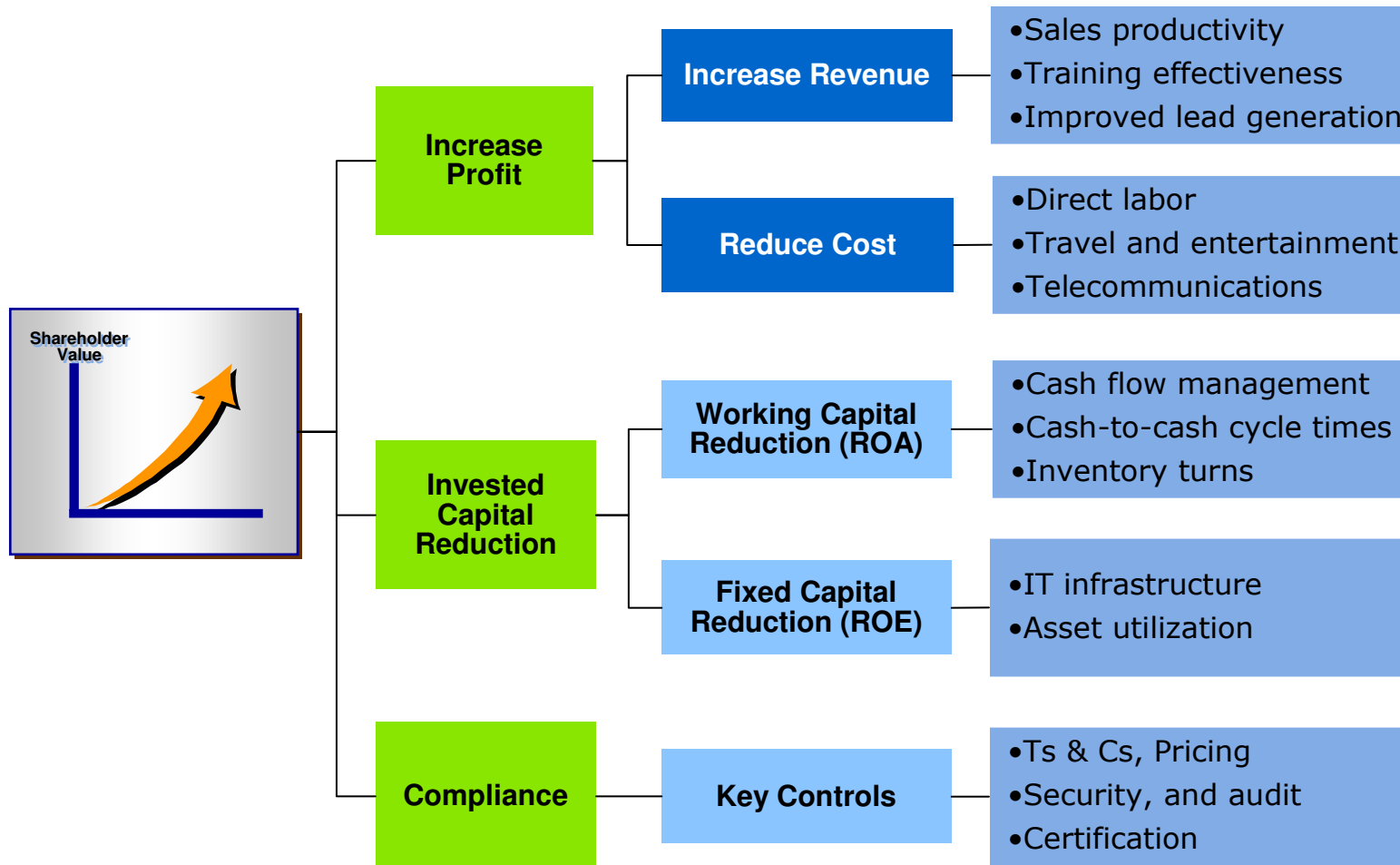


## Quantify the Impact

- The isn't just about travel expense
- Time on task
- Velocity – speed to results
  - Sales example – “It’s not how long it takes to get the answer, it’s how long it takes to get the next meeting.”
- Impact of the top-line

\$1,000	\$1,000	\$1,010
<u>\$300</u>	<u>\$297</u>	<u>\$300</u>
\$700	\$703	\$710

# Network of Business Value





## Hard Savings: Travel Expense & Time



### ROI summary information

# of Active Hosts Starting WebEx Meetings: **10** ← enter data

Average Monthly WebEx Meetings per Host: **9.0** ← | | →

Average Meeting Duration (Minutes): **65** ← | | →

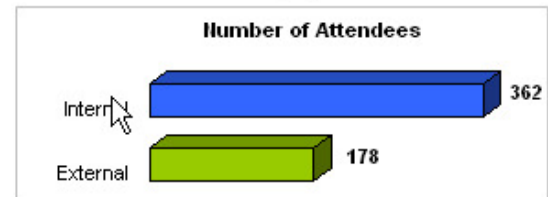
Average Meeting Size: **6.0** ← | | →

% of Attendees that are External: **33%** ← | | →



### Monthly Usage

WebEx Meetings per Month: **90.0**



Calculate

% of Internal Attendees Avoiding Distance Travel: **17%** ← | | →

Non Productive Distance Travel Time Saved per Round-Trip (Hrs): **6.0** ← enter data

Average Distance Travel Expense (per Round-Trip): **\$1,270** ← enter data



### Savings: Distance Travelers

Distance Trips Avoided: **62**

Total Distance Travel Time Savings (Hrs): **369.2**

Total Distance Travel Cost Savings: **\$78,156**

Continue ▶

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% of Internal Attendees Avoiding Local Travel: **20%** ← | | →

Non Productive Local Travel Time Saved per Round-Trip (Hrs): **3.0** ← enter data

Average Local Travel Expense (per Round-Trip): **\$43** ← enter data



### Savings: Local Travelers

Local Trips Avoided: **72**

Total Local Travel Time Savings (Hrs): **217.2**

Total Local Travel Cost Savings: **\$3,113**

Sample Success

Non-Traveling Internal Professionals: **63%** **228**

Time Saved per Attendee per Meeting (Hrs): **0.3** ← enter data

### Savings: Non-Travelers

Total Non-Travel Time Savings (Hrs): **68.4**

Monthly Travel Savings: **\$81,269**

Monthly Time Savings: **655 hours**

# ROI Case Study

## Self Paced eLearning Program

	2006	2007	2008	2009
<b>Self Paced Expenses</b>				
Module Development	\$ 80,000			
Module Modifications		\$ 15,000	\$ 15,000	\$ 15,000
On-Demand Presentation Fee	\$ 990	\$ 11,880	\$ 11,880	\$ 11,880
Subtotal	\$ 80,990	\$ 26,880	\$ 26,880	\$ 26,880
<b>On-Site Training Expenses</b>				
Airfare	\$ 30,000		\$ 30,000	
Lodging & Meals	\$ 28,000		\$ 28,000	
Materials - \$150/Technician	\$ 3,200		\$ 3,200	
Subtotal	\$ 61,200	\$ -	\$ 61,200	
<b>Cumulative Savings</b>	<b>(\$19,790.00)</b>	<b>(\$46,670.00)</b>	<b>(\$12,350.00)</b>	<b>(\$39,230.00)</b>



## *ROI Case Study – Ask the Questions*

- Train 28 Mgrs who then train 350 employees
- Waste reduction techniques
- Average \$1000/yr savings per employee

# ROI Case Study – Additional Value Identified

## Self Paced eLearning Program

	2006	2007	2008	2009
<b>Self Paced Expenses</b>				
Module Development	\$ 80,000			
Module Modifications		\$ 15,000	\$ 15,000	\$ 15,000
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Subtotal	\$ 80,990	\$ 26,880	\$ 26,880	\$ 26,880
<b>On-Site Training Expenses</b>				
Airfare	\$ 30,000		\$ 30,000	
Lodging & Meals	\$ 28,000		\$ 28,000	
Materials - \$150/Technician	\$ 3,200		\$ 3,200	
Out Of Office Travel Time				
Assume 2 days @ \$500/day	\$ 28,000		\$ 28,000	
Mgr Train Staff Assume 3 days @500/day	\$ 42,000		\$ 42,000	
Subtotal	\$ 131,200	\$ -	\$ 131,200	
<b>Cumulative Savings</b>	\$50,210.00	\$23,330.00	\$127,650.00	\$100,770.00



# ROI Case Study – Soft Benefits Not Quantified

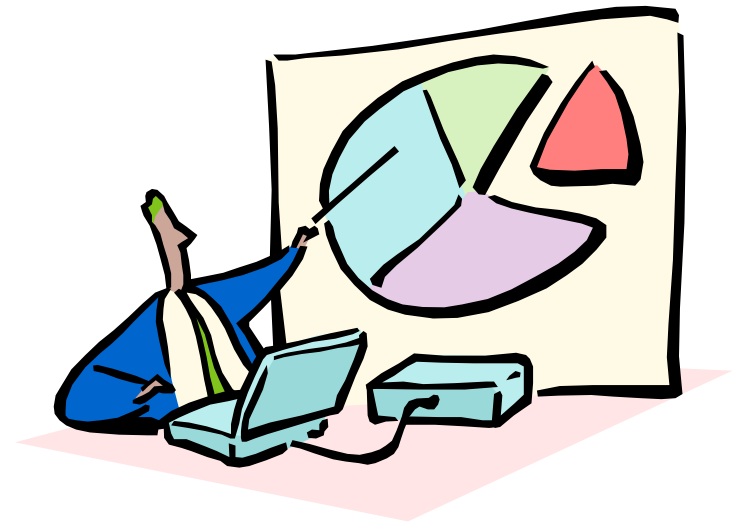
- **Consistency of Training**
  - What is the cost of a poorly trained employee?
- **New Hire Training**
  - What is the cost of an employee who gets no training?
- **Ability to Modify as needed**
  - Does the situation ever change?
  - At what cost?
- **Ability to report on training?**
  - Compare training given with changes to waste (by location, by employee)

## Assumptions

- Train 28 Mgrs who then train 350 employees
- Waste reduction techniques
- Average \$1000/yr savings per employee

# Poll

- Which factor is the highest *Impact Driver* to your business?
  - Travel savings
  - Time spent on task
  - Velocity – speed to value
  - Revenue generation opportunities
  - Compliance



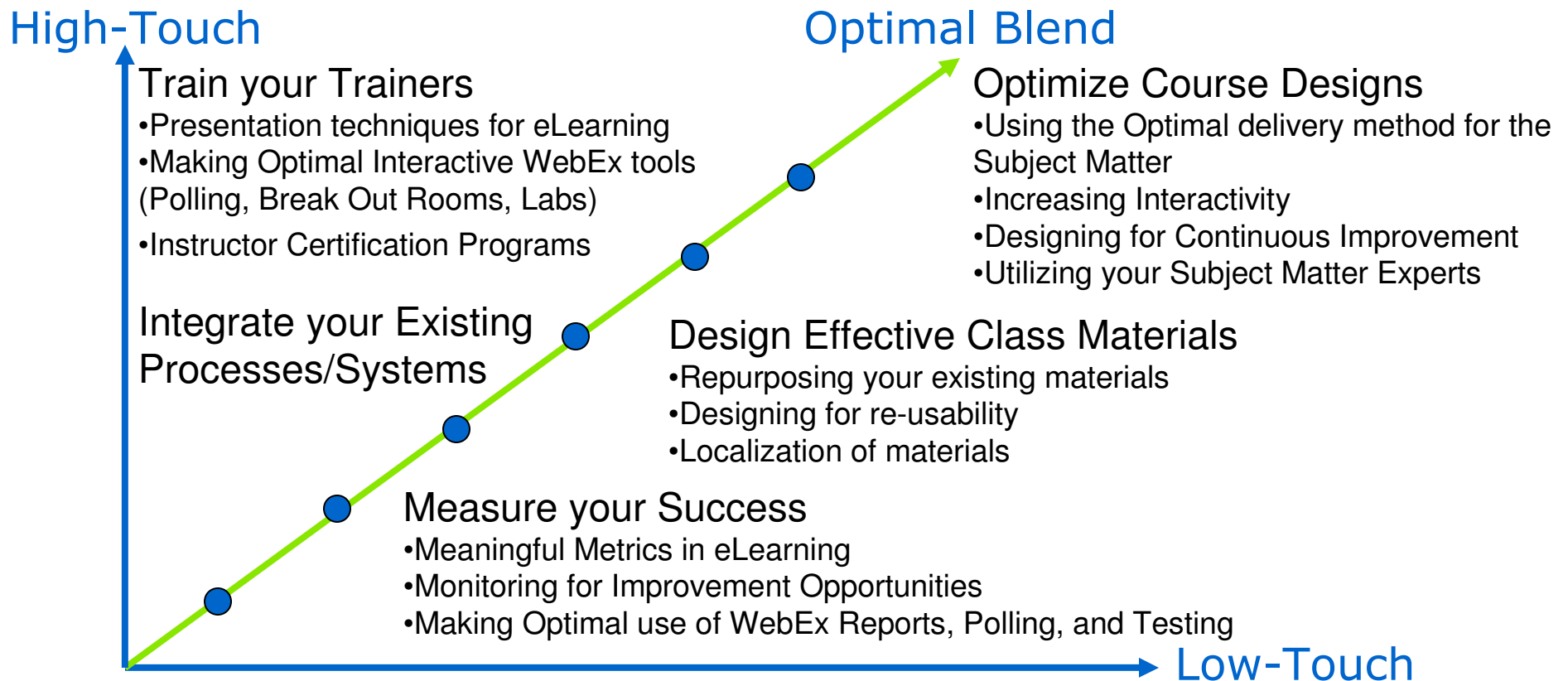


## *Integrate With Your Business Process*

- What do we typically experience with collaboration implementations?
  - Build it and they will come
  - Insufficient thought put into business process integration
  - Underestimation of the resistance factor
- Based on your impact analysis, prioritize your domains
- Remember, this isn't about a total reengineering exercise – there is ample low-hanging fruit

# eLearning Business Process Integration

## The optimal blend between high-tough and low-touch





# *Integrating Webinars into Your Marketing Process*

## **Pre-event**

- Campaign strategy
- Integration with other systems and data
- Event design and planning
- Event promotion

## **Event**

- Rehearsals
- Polls and Q&A
- Recording
- Hosting and production
- Technical readiness
- Data capture

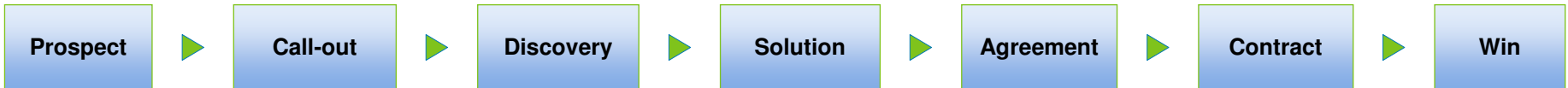
## **Post-event**

- Follow-up emails
- Create FAQ
- Edit the recording
- Lead scoring
- Pass leads to sales process
- Integrated reporting portal

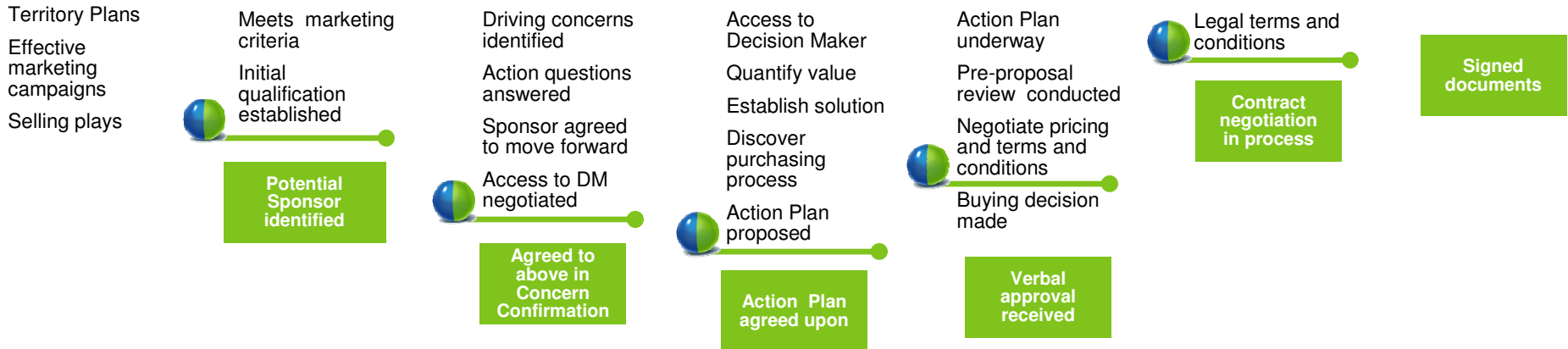
# Integrating with Sales Process



## WebEx Selling® SALES PROCESS STEPS



## SALES PROCESS MILESTONES AND VERIFIABLE OUTCOMES



## MANAGEMENT SYSTEM





## ***Poll – Resistance to Change***

What challenges do you think users will experience?

- This is too difficult to use
- I've always done it this way, why change?
- I don't have the time to learn
- I'm just not comfortable with the technology
- I don't see how this can help me
- I don't believe that anything can replace face-to-face



# *Why Will People Resist?*

## End-users

- Perception of difficulty
- Value of result outweighed by perceived pain to change
- Previous negative experience
- Aversion to technology
- Comfortable with the way I work now

## Business Owners

- Perception of risk
- Value of result outweighed by perceived pain to change
- Previous negative experience
- Strong belief in face-to-face
- Confident that today's business process will deliver historic results

# Identify the WIIFM

- Identify and take care of your audiences “concerns”
- Identifying concerns
  - What is fundamentally important to them in their world?
  - How would the introduction of a new technology “trigger” this concern?
  - How could the new technology create either dissatisfactions or opportunities in their world?
- Taking care of concerns
  - Never minimize – concerns are always legitimate
  - Once identified, never ignore
  - Plan the “take care of” from their perspective
- Make it EASY!
  - AIM Pro, Outlook & Lotus Notes Integration





## *Design an Effective Roll-out Program*

- Establish a Project Manager
- Roll out WebEx training aligned by business domain
- Build a project plan around the training
  - Tasks
  - Owners
  - Timelines and milestones
  - Deliverables
- Take Advantage of WebEx University
- Utilize or outsource expertise to enhance your training, sales and marketing processes with integrated collaboration
- Ensure that everyone is aware of the myriad of available Webex support resources
- Define the metrics for success

# Optimize!

- Execute with purpose!
- Measure your metrics and feedback into your plans and assumptions
- Celebrate success – especially with business owners and influential end-users
- Look for the next high impact opportunity





## ***Self Assessment***

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## *In Closing*

- So...*what now?*
- How can we help?



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