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— David Marinac, President, American Built Containment Systems

ABC Systems gets the sale and grows revenues with WebEx solutions.



INDUSTRY

Manufacturing and industrial

WEBEX APPLICATIONS

Event Center and Meeting Center

SUMMARY

ABC Systems' adoption of WebEx for both online sales meetings and marketing webinars has resulted in dramatic increases in both business and revenue, while speeding the sales cycle and slashing travel costs.

ABOUT AMERICAN BUILT CONTAINMENT SYSTEMS

Line of Business

Custom and specialty packaging

Headquarters

Cleveland, Ohio

Number of Employees

4

WebEx Customer Since 2003

The Situation

American Built Containment Systems (ABC) designs and delivers customized industrial packaging to major manufacturers of a wide range of products, including automotive, agricultural, chemical, medical, food, consumer goods, technology, and electronics. This small, four-person firm relies on high-touch interactions with prospects and customers to drive business and stay competitive. ABC serves customers throughout the United States and Canada.

The Challenge

In 2003, ABC needed to address a growing trend in the packaging industry. Faster manufacturing processes made key accounts and customers less available and less interested in onsite sales calls. Customers needed solutions on a much faster timeline and landing new contracts required higher levels of responsiveness than the company was able to provide. According to ABC's President, David Marinac, "It was getting more and more difficult to meet with our decision makers. It seemed all our prospects and customers were in constant crisis mode, and our established method of calling for an appointment or dropping by while out on a sales call just wasn't meeting their needs anymore." Sales were flat and Marinac realized that their old lead generation strategies weren't nimble enough to keep pace with his customers. ABC needed to adopt radically new strategies to survive.

The Solution

Marinac envisioned a solution that would help ABC revolutionize the way they did business, making them not only more nimble and responsive, but also more competitive by generating attention in a crowded marketplace. It was at this point that Marinac was introduced to WebEx. "I had no idea you could attend an online meeting with such a high level of interactivity and functionality," he says. "I began to wonder: what if I could interact with my customers that way? What if I could explicitly demonstrate what I could do for them on my very first contact?"

With WebEx as the tool, Marinac developed a marketing and sales strategy that began with WebEx Meeting Center to host live, online calls with fast-moving customers, on-the-fly. "Meeting online with WebEx helped us to zero in very quickly on how qualified the lead was, without ever stepping foot out of the office," says Marinac. "Then it allowed us to rapidly respond and actively demonstrate our solutions in the same call." ABC now brands WebEx as its own ABC Direct WebMeeting Center, an online meeting site where Marinac's team actually designs the specific packaging a customer requires.

The second part of Marinac's WebEx strategy involved using WebEx Event Center to deliver informational webinars on topics of interest to customers. "I had the idea of marketing with WebEx as a way to drive even more leads to our



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website,” says Marinac, “where we could then interactively meet with them in ABC Direct and get the sale while their interest was high.” Branded as the Free Coffee Break seminars, ABC initially hosted one webinar a month to a list of targeted customers and prospects. However, according to Marinac, “Our WebEx seminars became such a big lead generator for us, we became too busy to develop and deliver new content.” ABC responded to the increased demand on its resources by recording Free Coffee Break seminars, and making them available for viewing anytime. “We’re very aware that we need to provide free information to our prospects and customers to keep them engaged with us,” says Marinac. “Making our recorded WebEx sessions available on demand is just another way to keep them coming back to our website and looking to us as the industry experts—which is exactly what we want.”

ABC’s use of WebEx to be more responsive to its customers has generated significant industry interest. According to Marinac, “We’ve been contacted by companies that haven’t seen one of WebEx sessions but have heard about them. They’re noticing how we’re using technology to better serve their needs and it gives us credibility in the marketplace.”

The Benefits

ABC’s results have extended beyond the admiration of the packaging industry. “The greatest benefit we’ve achieved with WebEx is the ability to understand our customer’s needs and respond within minutes,” says Marinac. “It’s so much faster, it isn’t even comparable to our old strategy.” Marinac estimates that 95% of ABC’s business is now virtual, saving \$45-50,000 in travel costs a year and making its sales process so efficient, the company was able cut additional costs by reducing headcount.

Full-time staff is now being replaced with flex time sales people that can be available for a WebEx meeting almost 24 hours a day, keeping ABC nimble and responsive. According to Marinac, “WebEx has allowed us to move more rapidly than our competitors. We’re the only company that’s able to respond as quickly as we do, and as a direct result, we’re projecting sales of \$50 million over the next five years. Believe me, that’s all because of WebEx.”

The Future

Marinac sees WebEx as a critical component of its current and continued success. Plans to expand WebEx use include recording more sessions for on-demand delivery, offering online training to a remote sales force, and integrating webinar and web meeting activity with its CRM program. The company has even been approached by packaging suppliers who are interested in having ABC’s sales reps actively sell their products through ABC’s branded WebEx solution, potentially creating new revenue streams. “Our big picture is to grow our business at a minimal expense,” says Marinac. “WebEx gives us the technology we need to grow our business with no capital equipment required. It’s been a perfect match.”

HIGHLIGHTS

- Faster manufacturing processes made key accounts and customers less available and less interested in onsite sales calls.
- Free seminars delivered through WebEx Event Center created industry buzz and drove prospects to corporate website in high numbers.
- Using WebEx Meeting Center, sales reps can immediately respond to customer needs and go through a design process to close the sale in one session.
- ABC is saving \$45-50,000 per year on travel costs, and projects five-year revenues to reach \$50 million.