



About All Covered

Headquarters:

Redwood City, California

Number of employees:

Over 300

Line of business:

IT outsourcing

Target Markets

Small and medium businesses

WebEx service in use:

Meeting Center and Support Center

Has been a WebEx customer:

Three years

All Covered increases business productivity, efficiency, and customer satisfaction with WebEx Meeting Center and WebEx Support Center.

All Covered is the only nationwide information technology (IT) outsourcing services company that focuses solely on the unique computing, networking, and application needs of small to mid-size businesses and branch offices of larger companies. Serving thousands of organizations across every major industry, the company helps clients achieve their business objectives by lowering the cost and maximizing the performance of their IT systems. All Covered's broad geographic reach, extensive knowledgebase, automated systems, proven methodology, and preferred vendor relationships meet the IT planning, design, procurement, implementation, maintenance, and management requirements of both single- and multi-location businesses.

The Challenge

All Covered's employees were geographically dispersed into 24 sales offices around the United States, making regular corporate communications and dissemination of sales and product information slow and unreliable. According to Edith Gong, Marketing Manager, All Covered, "We consider ourselves to be a lean, nimble business, so we're cost-conscious, but we wanted a sophisticated solution. We needed audio and video capabilities, application sharing, and support for multiple presenters. The solution also had to be supported on multiple platforms, because we couldn't invest in new equipment, and it had to be easy for our customers to implement."

The company also required a more cost-efficient solution for its provision of remote support services. All Covered's consultants pre-booked their time in advance, so unexpected service calls interrupted lucrative time with other customers and interrupted the quality of service in general. Attempting to troubleshoot service calls over the phone were inefficient, taking several calls to talk a customer through their issue to achieve resolution.

A remote support solution that enabled All Covered's help desk to see and share customer's desktops would enable the company to provide higher levels of customer service without taking time away from its valuable consultants.

The Solution

All Covered ultimately selected WebEx for its communications solution because it enabled the key functionality they required and was still very easy to deploy across the country,





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— Edith Gong, Marketing Manager, All Covered

requiring only a Web browser for access. Says Mark Grimse, All Covered’s Director of IT, “The WebEx client had the small footprint we needed, its speed over a dialup connection was reasonable, and it also passed easily through both clients’ and All Covered’s firewalls, so we didn’t have to reconfigure anything at the customers’ sites.” WebEx also allowed All Covered to remain lean and mean with an affordable solution that easily scaled to meet usage demand and increased functionality as required.

The company initially launched its communications initiative using WebEx Meeting Center to conduct monthly ‘town-hall’ style meetings to more rapidly share information with its remote offices. This allowed them to not only get information out more rapidly, it allowed them to quickly respond and highlight positive activity and efforts in each office, which, according to Gong, “helped everyone feel connected and focused on corporate objectives.” WebEx’s functionality also encouraged individual departments to begin using Meeting Center to conduct hands-on collaborations among field offices, something Gong acknowledges was previously hampered by distance and time zones. And the company’s corporate office also began expanding its use of WebEx to deliver new service trainings to its nationwide staff and to support presentations to customers as part of its sales process.

“The Support Center solution was very easy to roll out to our staff. They loved it, and now feel they couldn’t do their jobs without it.” — Edith Gong, Marketing Manager, All Covered

After rolling out Meeting Center, the company implemented live help desk assistance by using WebEx Support Center. All Covered’s previous solution required consultants to attempt to troubleshoot assistance calls over the phone, but Support Center gave them the ability to actively view customer desktops and walk the customer through to a solution, usually on the first call. Grimse estimates that 85% of help desk calls the company receives now result in a WebEx session, and Support Center relieves the service call load on their consultants, helping them to stay more productive with fewer interruptions to their daily schedule. “The Support Center solution was very easy to roll out to our staff,” says Gong. “They loved it, and now feel they couldn’t do their jobs without it.”

The Benefits

All Covered feels their qualitative benefits in adopting WebEx for communications and support has been considerable, citing increases in business productivity and efficiency and customer satisfaction as the most significant. According to Gong, “WebEx gave us the ability to communicate on a timely basis with our remote offices, which means we can roll things out in a more timely fashion. We can realize gains more rapidly because we’re



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— Mark Grimse, Director of IT at All Covered

rolling out training and information faster and in a more strategic way. And that means we realize revenue more quickly.” And Grimes adds, “Our customers are getting resolution faster and that’s increasing overall satisfaction.”

The company has also realized cost savings by eliminating travel to remote offices to support product launches. “We’ve cut the time it takes us to roll out new products and training from 2-1/2 months to one week,” says Grimse. “We’ve eliminated lots of travel across multiple time zones, which keeps everyone at their desk and productive more of the time.”

The Future

Because the company has experienced such positive results with WebEx, Gong and Grimse are preparing to adopt WebEx Event Center to conduct a series of webinars to their customer base to support their sales process. And according to Gong, their expectations are high. “We expect to add more clients, increase revenue, and continue to bring new products to customers faster.” The rollout of Event Center will be just the beginning of All Covered’s plan to support the entire customer cycle with WebEx. “Down the road, we see four uses,” says Grimse. “We will be using WebEx to reach out to prospects with things like webinars and presentations, to close sales with demos, to share our ongoing value to customers by sharing industry knowledge and business information with them, and for technical support to rapidly service our products.”

