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—Jessica Skuby, Account Executive, Business and Legal Reports

Business and Legal Reports improves sales efficiency and multiplies customer reach with WebEx Sales Center.



INDUSTRY

Compliance, training and professional support products.

WEBEX APPLICATIONS

WebEx Sales Center

SUMMARY

To increase sales volume, Business and Legal Reports (BLR) needed a better way to effectively present the company’s subscription-based websites to as many prospects as possible. With WebEx Sales Center, the BLR sales team now conducts hundreds of online meetings on a daily basis, successfully presenting to more prospects than ever before.

ABOUT BUSINESS AND LEGAL REPORTS

Headquarters

Old Saybrook, Connecticut

Number of employees

250

Target market

Human resources, compensation, safety and environmental professionals.

WebEx customer since 2005

More than 350,000 executives throughout 250,000 facilities in the US rely on Business and Legal Report’s (BLR) analysis of the complex state and federal laws that affect their businesses. Established in 1977, BLR provides human resources, safety and environmental professionals with a portfolio of 500 products created by an expert staff of attorneys, analysts and journalists who stay abreast of the ever-changing compliance landscape.

The Challenge

In 2003, the BLR sales team experienced significant organizational changes. To increase sales close rates, new management required the sales group to schedule more one-on-one meetings with prospective customers. The sales representatives had always relied on the telephone to sell the company’s products, but with the recent introduction of BLR’s comprehensive subscription-based websites, visual presentations of the interactive benefits of the products became essential.

BLR required a solution that would allow its sales reps to hold multiple meetings a day, visually showcasing the company’s entire online product line. “We started using a web meeting solution which gave us basic online meeting capabilities. But when we tried to install an upgrade, we lost all functionality, the product didn’t work and we were left in the lurch,” recalls Jessica Skuby, an account executive at BLR.

The Solution

BLR immediately searched for online meeting alternatives and found WebEx Sales Center. “We liked WebEx right away because it integrated seamlessly into our organization. We didn’t have to change servers; WebEx worked with our existing computer systems. And our sales team didn’t have to change its processes or behaviors,” says Skuby. The functions within WebEx Sales Center seamlessly supported BLR’s internal sales processes. After BLR’s telemarketing team sets up appointments with individual leads, they use WebEx Sales Center templates to send meeting invites to the prospects. At the time of the scheduled meeting, the sales representative uses WebEx to present BLR’s online products.

At the core of BLR’s product suite are four specialized websites for which customers purchase 24/7 access. Each website offers an abundance of information on state and federal regulations, including labor and sexual harassment laws, as well as guidance on achieving compliance. “In our human resources website alone, we offer over 350 products including handbooks, policies, and job descriptions that customers can download and customize for their own companies. With WebEx, it’s easy to visually walk the customers through the many resources they’ll have at their disposal when they buy our service, and they immediately understand our value proposition,” says Skuby.



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To avoid overwhelming the sales team—who had just experienced a Salesforce.com roll out earlier in the year—BLR introduced WebEx Sales Center gradually. However, Skuby, who conducted in-person peer training in small groups, found that most of her team found WebEx easy to use. “Some people were comfortable using WebEx the very first day. Now we have 40 sales reps using it for all of their meetings every day,” she says.

The Benefits

Installing WebEx Sales Center has improved BLR’s sales processes significantly. The solution’s advanced security features ensure that more customers get to the meetings where the sale can happen. “In the past, we couldn’t have online meetings with any government customers because we couldn’t get past their firewall settings. Many of these same customers have no problems using WebEx. Plus the WebEx name is well-known, which makes even customers unfamiliar with online meeting applications, feel at ease. More customers logging into our meetings results in better close rates and sales volume,” explains Skuby.

WebEx browser sharing functionality has further streamlined BLR’s sales processes by ensuring that customers actively participate in the meetings. Previously, BLR sales reps were not able to share their web browsers with customers, a key

component to showcasing their products. “Now it requires fewer steps to host an effective meeting,” Skuby states.

WebEx Sales Center has enabled BLR to meet its goal to successfully integrate an online meeting application into its sales organization. Since the introduction of WebEx, the sales team has experienced a 90% success rate using the system with customers. “That’s really high considering some of the obstacles we face when working with customers who have never used an online meeting application and are not technically savvy. Both our sales reps and our customers find it easy to use. Then we have customers who use WebEx within their own companies and are aware of the significance of incorporating it into your organization. They know we’ve chosen to invest in a serious technology and it adds to our credibility,” Skuby explains.

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The Future

To further personalize its customer interactions and improve its sales process, BLR intends to use more WebEx Sales Center features, including individual webcams for the sales reps. This will enable customers to see their reps during the online meeting, adding a personal touch to the experience. “And we’re planning to use the communications portals with our larger opportunities, to share documents with our customers enterprise-wide. We plan to customize the portals with the clients’ individual logos,” says Skuby.

BLR also plans to start using the integration between Salesforce.com and WebEx Sales Center and to host more one-to-many meetings. Integrating applications will ensure information continuity without having to re-enter data and will allow sales reps to easily set up and launch meetings within Salesforce.com. “More one-to-many meetings will help us increase the number of BLR website users per client site,” says Skuby.

HIGHLIGHTS

- Introduction of new sales organization and subscription-based websites made visual meetings a necessity.
- WebEx Sales Center integrated easily with BLR’s existing computer systems, sales processes and behaviors without disruption.
- WebEx Sales Center advanced security features and ease of use enable more customers to access BLR’s online meetings, ensuring higher sales rates.