



“WebEx has given us yet another way to practice what we preach without sacrificing productivity. That’s better for our company, and it’s better for the planet.”

—Anthony Lupi, Executive Director

Positive Outcomes substantially reduces its carbon footprint with WebEx.



INDUSTRY Consulting

WEBEX APPLICATIONS WebEx Meeting Center

SUMMARY

Positive Outcomes wanted to reduce travel-related carbon emissions while providing enhanced communication with prospects and clients both at home and abroad. The company now uses WebEx Meeting Center for conducting sales presentations, managing customer relationships, and providing IT support. The result has been a substantial reduction in the company’s carbon footprint, helping Positive Outcomes set an example of corporate social responsibility and green business.

ABOUT POSITIVE OUTCOMES

- **Line of Business**
Corporate social responsibility
- **Headquarters**
Sydney and Melbourne, Australia
- **Number of Employees**
6
- **Target Market**
Private and public sector companies
- **WebEx Customer Since 2007**

Founded in 2000, Positive Outcomes is a corporate social responsibility (CSR) advisory firm that helps companies in Australia and New Zealand achieve a more rewarding, sustainable relationship with their communities and with the planet. By providing practical, innovative advice to its 25 clients in the private and public sectors, Positive Outcomes assists in enacting socially responsible policies that make good business sense.

The Challenge

At Positive Outcomes, providing advice on corporate social responsibility means providing leadership as well. Part of the company’s vision is therefore to manage its own business activities in a way that any of its clients would be proud to emulate. “Naturally, it’s important for us to commit to the same responsible environmental practices that we urge for our clients,” says Executive Director Anthony Lupi. “So reducing our carbon footprint will always be a key objective here at Positive Outcomes.”

The company’s six-person team often travelled by air throughout Australia and New Zealand for internal and external meetings. In order to align its business practices with its core vision, Positive Outcomes needed to find a solution that would help reduce travel-related carbon emissions while providing enhanced communication with prospects and clients both at home and abroad.

The Solution

Positive Outcomes now uses WebEx Meeting Center for conducting sales presentations, managing customer relationships, and even providing IT support. “In a short period of time, WebEx has really become a major part of how we do business both internally and externally,” says Lupi. “It’s serving multiple needs across the organization. And for a small business like ours, the ability to gain so many practical uses from a single solution is just priceless.”

The company’s use of WebEx begins with the sales process. After the sales team identifies a prospective client, sales associates will use Meeting Center to help that prospect understand how Positive Outcomes offers common sense CSR solutions. “Our sales presentations used to require at least one trip to the client site—usually more,” notes Lupi. “Now we can reach prospects as interactively as before while demonstrating that we’re truly committed to green principles.”

WebEx enables Positive Outcomes to stay connected with current customers as well. With Meeting Center, associates provide ongoing relationship management and consulting services through regular meetings and custom-made presentations. The Positive Outcomes team can prepare for these meetings and presentations by using WebEx to share applications and exchange ideas with fellow team members in both Sydney and Melbourne. “Not only are we able to coordinate our efforts more effectively, but we’re also fostering a real sense of camaraderie,” Lupi says. “And of course everyone feels good that we’re embracing our company’s core principles by avoiding travel between our two offices.”



“With WebEx, nobody worries about connectivity issues or a client’s ability to navigate the user interface. We can be confident that it works well, and that it works for everybody.”

—Anthony Lupi, Executive Director

Meeting Center also enables Positive Outcomes to conduct in-depth collaborative sessions with each client’s internal and external stakeholders—a crucial step in building a sustainable and actionable CSR program. “We know that including stakeholders’ multiple viewpoints is an important part of implementing programs for greater corporate social responsibility,” says Lupi. “Meeting Center helps us refine our approach to each client’s unique needs by giving us the bandwidth to meet with all the necessary stakeholders in less time and for less money.”

Positive Outcomes even uses Meeting Center to provide remote IT support for team members who experience technical difficulties. “Basically, we use this one solution to cover almost everything that travelling once accomplished,” says Lupi.

The Benefits

In only a few months, Positive Outcomes has more than repaid its investment in WebEx Meeting Center. “Within the first 30 days of using WebEx, we eliminated four round-trip flights,” notes Lupi. “Obviously, that represents a huge cost savings.” It also represents a significantly smaller carbon footprint. In the year prior to implementing WebEx, Positive Outcomes flew 137,072 kilometers, generating 31.8 metric tons of carbon emissions. By using Meeting Center, Positive Outcomes hopes to cut that figure by 50 percent in 2008.

Clients, too, are very pleased with the advanced capabilities of WebEx Meeting Center. “Our customers appreciate the immediacy of WebEx,” says Lupi. “They often remark how useful it is to share documents and desktops. Even more than that, they appreciate the benefit of not having to travel away from their offices.” Shorter response time, he goes on to say, means that WebEx raises the service levels that the Positive Outcomes team can provide—all while maintaining a healthy work-life balance.

Meeting Center is also reliable and easy to use, further contributing to team members’ and customers’ satisfaction. “With WebEx, nobody worries about connectivity issues or about a client’s ability to navigate the user interface,” says Lupi. “We can be confident that it works well, and that it works for everybody.”

The Future

Positive Outcomes is pursuing other initiatives that reduce the company’s carbon footprint—initiatives that include reducing power usage in the office and encouraging employees to commute by public transit. The company will also keep looking for new ways to use WebEx for maximizing efficiency while minimizing impact on the environment. “WebEx has given us yet another way to practice what we preach without sacrificing productivity,” says Lupi. “That’s better for our company, and it’s better for the planet.”

“Meeting Center helps us refine our approach to each client’s unique needs by giving us the bandwidth to meet with all the necessary stakeholders in less time and for less money.”

—Anthony Lupi, Executive Director

HIGHLIGHTS

- WebEx enables associates to create and deliver customized, interactive sales demonstrations for prospective clients.
- WebEx helps Positive Outcomes substantially decrease travel expenses while minimizing the company’s travel-related carbon emissions.
- WebEx makes it possible for associates to respond more efficiently to client requests, enhancing customer satisfaction.