



5 Ways to Create Sticky Customers

1. Get the social side of webinars right

When you meet in a webinar, it's easy to forget that there are people in the cloud with you.

To create sticky customers, pay attention to building a human connection. Use these three best practices to intentionally build virtual relationships

1. **Establish warm eye contact in WebEx through your webcam.** Keep the camera on for only a few minutes; then turn it off when you want people to focus on your content or whiteboard.
2. **Show the customer that you are listening by using annotations to take live notes on the WebEx whiteboard.** Ask the customer, "Did I capture your thoughts accurately?" Make adjustments as needed.
3. **Use WebEx's recurring meetings function to build a series of contacts with the customer over time.**

2. Use the right technology for the session

WebEx offers four services in their Enterprise Edition. It is important to choose the right technology for the service.

1. **Meeting Center** is best for basic general collaboration, including product demonstrations, sales calls, quarterly business reviews, collaboration on a document, internal team meetings, and a "face-to-face" virtual meeting.
2. **Event Center** is best for large-group sessions up to 3000 people, including marketing webinars, all-hands meetings, customer seminars, new product launches, and more.
3. **Training Center** is best for small or large group training. Leverage its 57+ ways to interact to keep remote learners actively engaged, interacting, and having fun.
4. **Support Center** is best to deliver efficient IT support by viewing and controlling remote desktops.



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5 Ways to Leverage WebEx to Create Sticky Customers

3 Supercharge your meetings, training, and large events

Your online participants demand a very different presentation than face-to-face audiences. It doesn't matter if you are leading a meeting, training session, or large event. Success requires that your online presentation be designed to intentionally engage their attention throughout. The FIRE Model gives you four primary ways to do that in a webinar.

1. **F = Fast.** Get to the point quickly. Deliver at a pace that is 25 to 50% faster than face-to-face.
2. **I = Interactive.** Leverage WebEx's interactive features to speed the interaction. For training, switch the interaction activity 30 times an hour. For large events or meetings, you'll interact less frequently.
3. **R = Relevant.** Your webinar audience demands that every minute of your presentation relays content they can use right away to be more effective at work. Any content that doesn't meet this standard drives people to multitask on other things.
4. **E = Engaging.** Transform boring bullet lists into engaging content slides loaded with brain appeal like the ones in the session. Use multimedia skills to leverage your voice to keep your remote participants engaged.

4 Operate WebEx technology like a master

To create the best experience for your customers, it's important to understand the many ways that WebEx is designed to support your success.

The number one factor that creates an excellent experience for your customers is to manage the audio correctly. If you are leading the session, we recommend that you use a headset so your voice sounds clear and close.

1. **If attendees can't join your WebEx session,** tell them to contact 800 WebEx. A specialist will help them.
2. **If the Internet, your power, or your phone goes down,** have a backup plan. For example, send your slide deck to your producer or support team, so they can load it or dance the slides at your command.
3. **If you are concerned that the host might not show up,** use the alternate host capability when you set up the WebEx session.
4. **If people want to join on mobile devices,** know that Meeting Center (WebEx Meeting) is the only technology that supports mobile devices.
5. **If a participant can't un-mute on the panel,** ask people to send a note in chat. As Host or Presenter, you have the power to un-mute them instantly.

5 Expect *better* than face-to-face

Face-to-face communication with customers will always be important. But with WebEx today, you have more options to stay in contact with your customers, no matter where in the world they happen to be.

Today's business environment is very different than the one we worked in five or 10 years ago. Today's customers can be anywhere in the world. But they can't wait for your next face-to-face visit to solve their technical problem, receive great training to make their product experience better, conduct effective follow-up meetings to make sure your customers happy.

Henry Ford once said, in essence, "You get what you expect." If you expect your WebEx training, meeting, or presentation to be better than face-to-face, you can make it that way. In contrast, if you expect less, you'll get less.

To create sticky customers, expect knock-your-socks-off success when two elements are right.

1. Master WebEx and all of the great ways it offers to help you interact with your customers.
2. Design and deliver your webinar so it is engaging, interactive, and fun.

