Attract and Retain Customers – All Without Leaving Your Desk

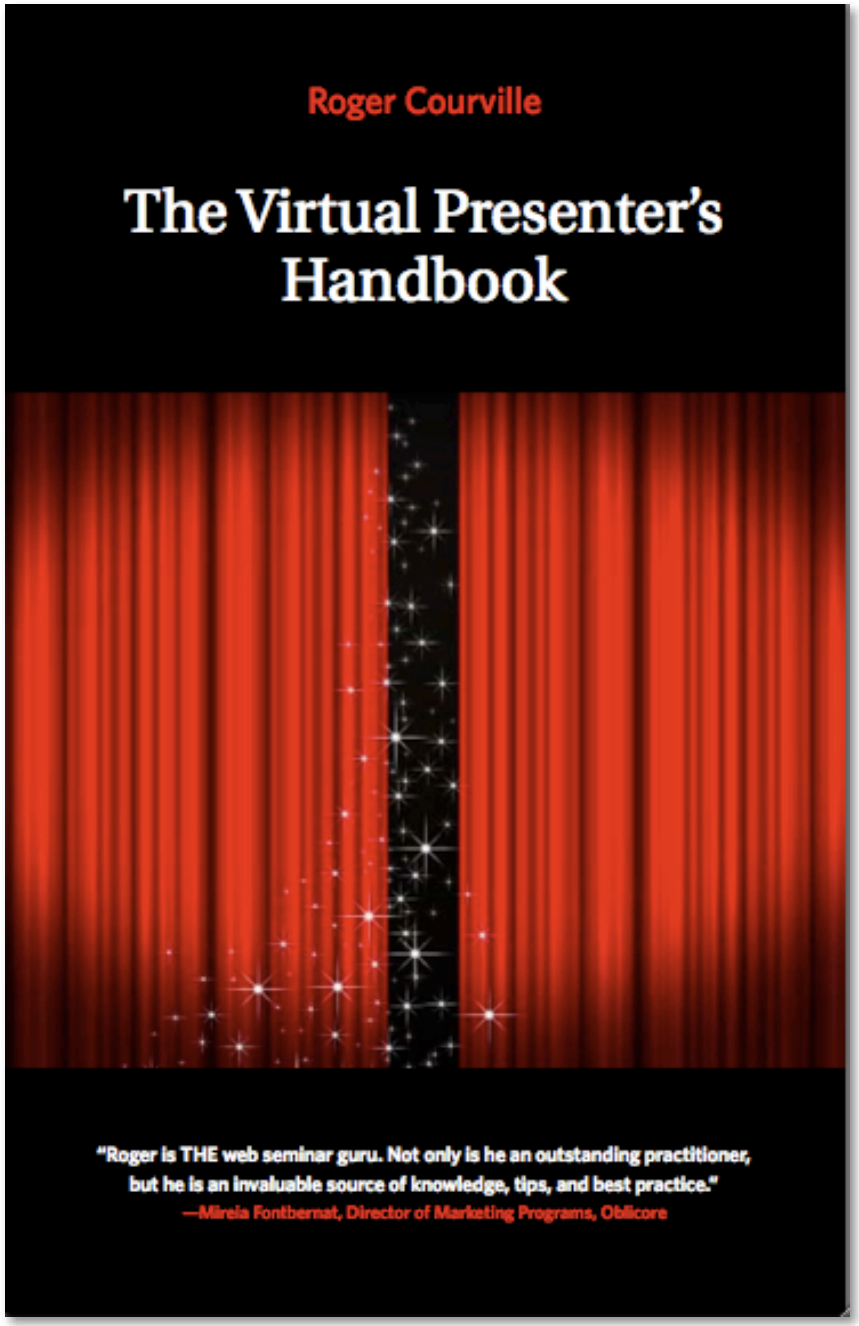
8 December 09

Meet Your Presenter

Roger Courville

Principal: 1080 Group LLC
Blogger: TheVirtualPresenter.com
Author: *The Virtual Presenter's Handbook*

Be in attendance to win…



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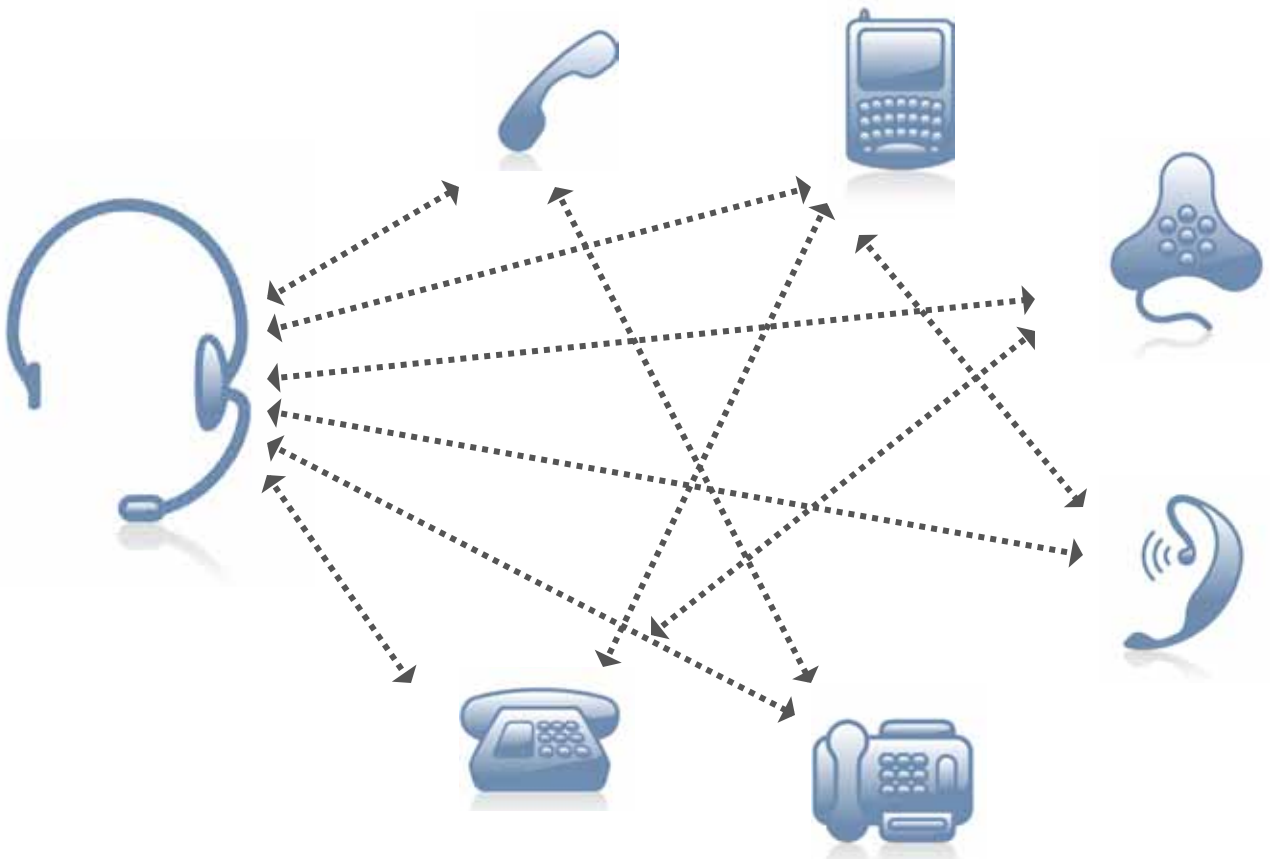
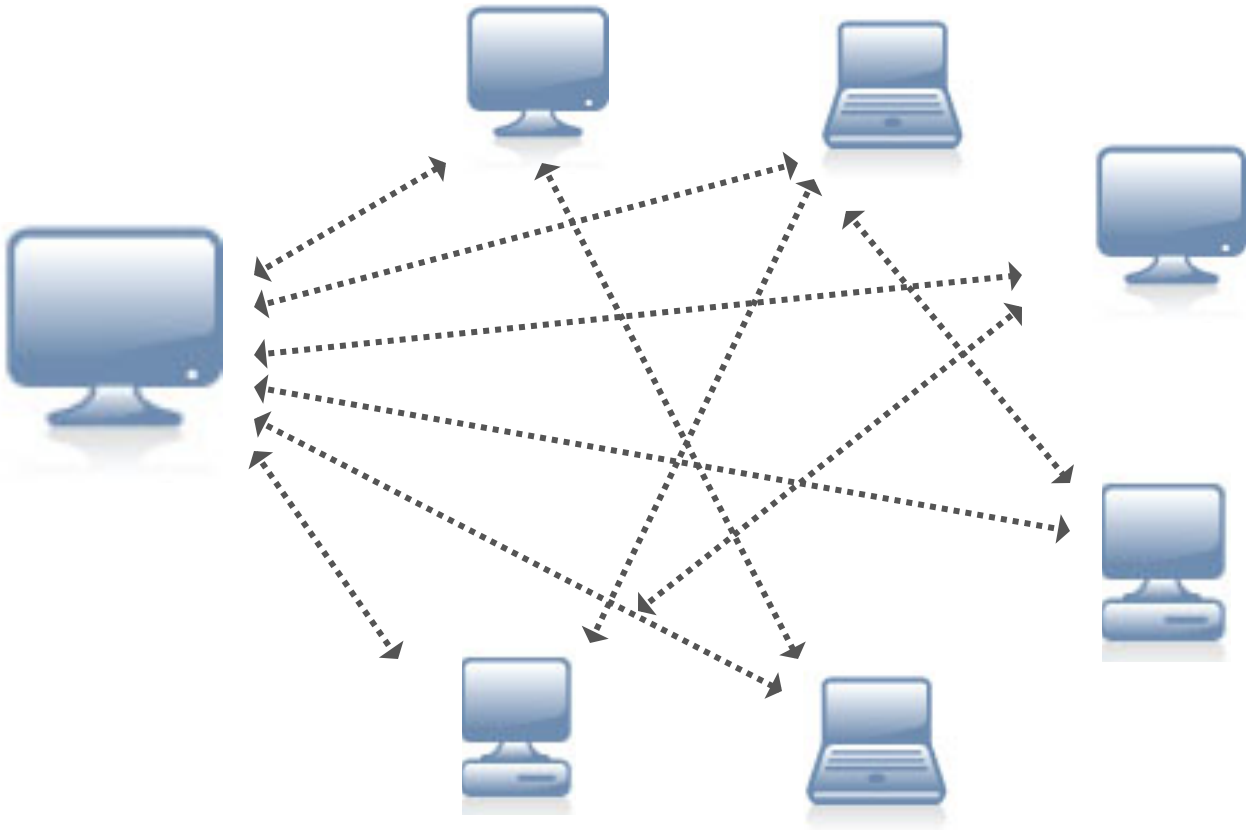
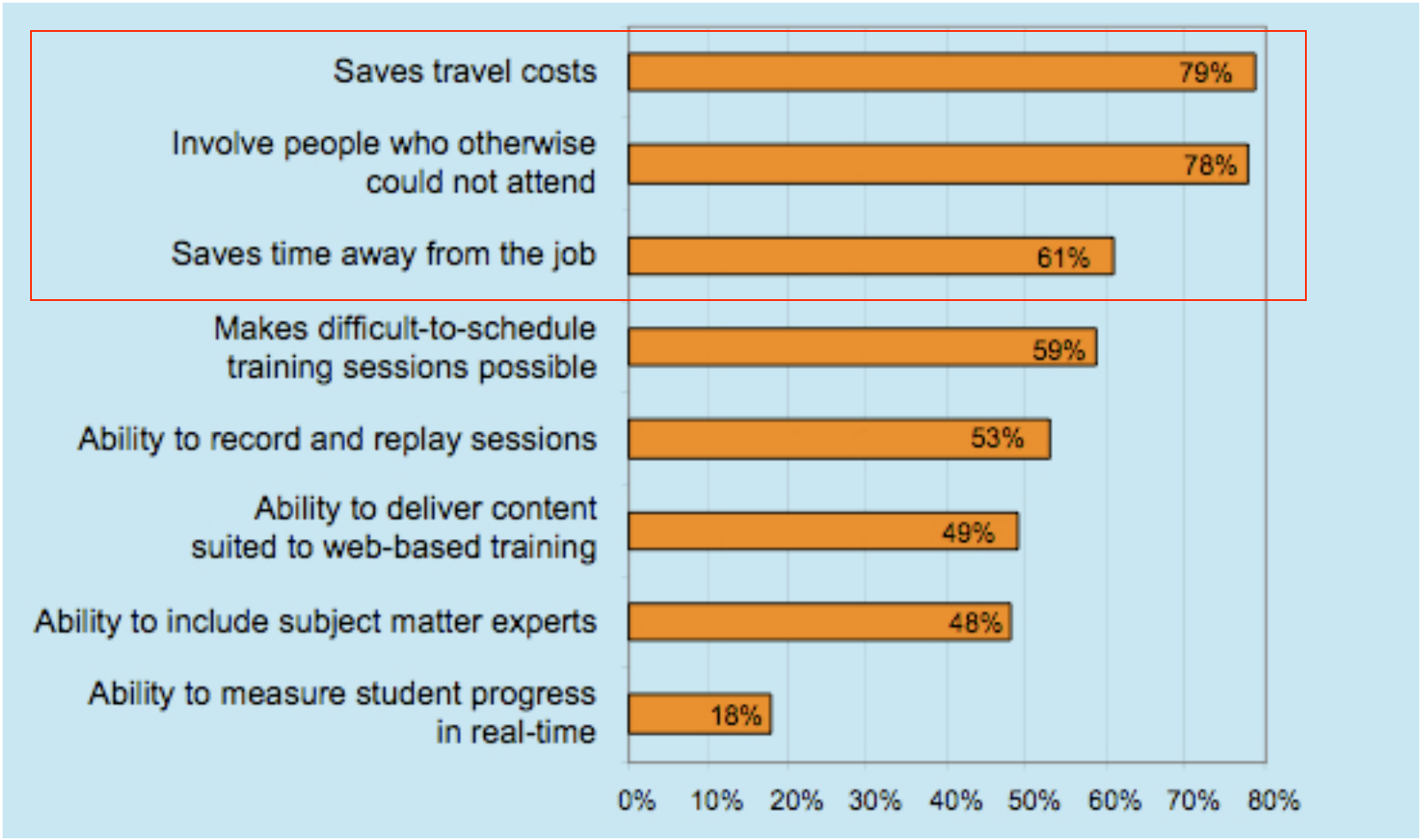




Why use Web communications?



Source: Wainhouse Research *The Agile Trainer*

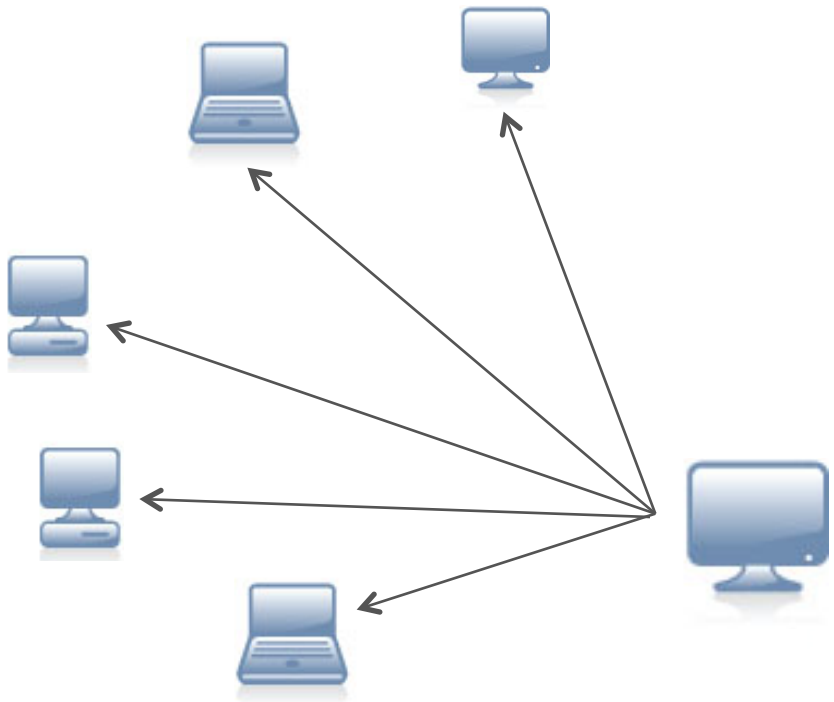
Lead Generation & Nurturing
Support, Relationship & Renewal
Thought Leadership
Sales Demos
Training & Adoption

Lead Generation & Nurturing

Poll (show of hands)

What is your experience with Webinars?

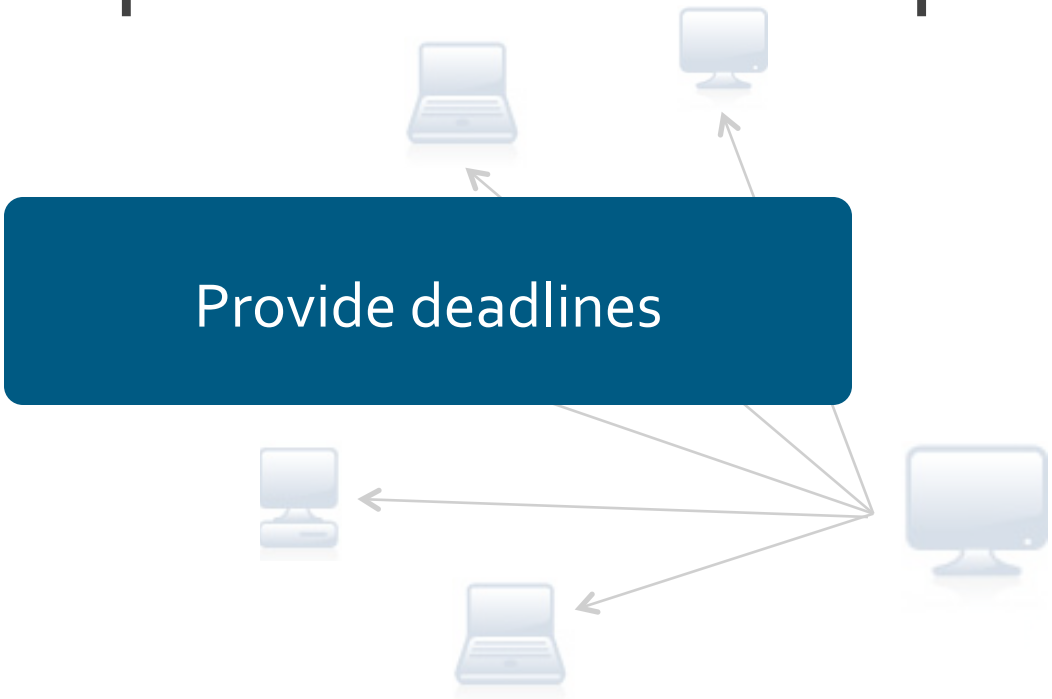
- Never attended
- Attended several
- Presented once or twice
- Presented numerous times
- I’m a pro (share with us: how many a month?)



Challenge: build/advance pipeline

- Reaching new prospects
- Reducing cost per lead
- Establishing rapport
- Qualifying prospects
- Entering new markets

Inspire action from prospects



Lower barrier to connection

Provide deadlines

Connect audiences and experts

Enable unique, live dialogue

- Provide deadlines
- Connect audiences and experts
- Unique, shared experiences

Webinars inspire action

- Provide deadlines
- Connect audiences and experts
- Unique, shared experiences

Improved audience response

Application

- Recruit guest speakers
- Increase event frequency
- Repeat successful Webinars
- Develop online content library to generate additional leads
- Leverage detailed reporting for follow up

Q&A

Two online meeting types

Presentation

Larger, one- or few-to-many sessions

More presentation, less dialogue

Registration/data collection and analysis

Collaboration

Smaller, open sessions

More dialogue, less presentation

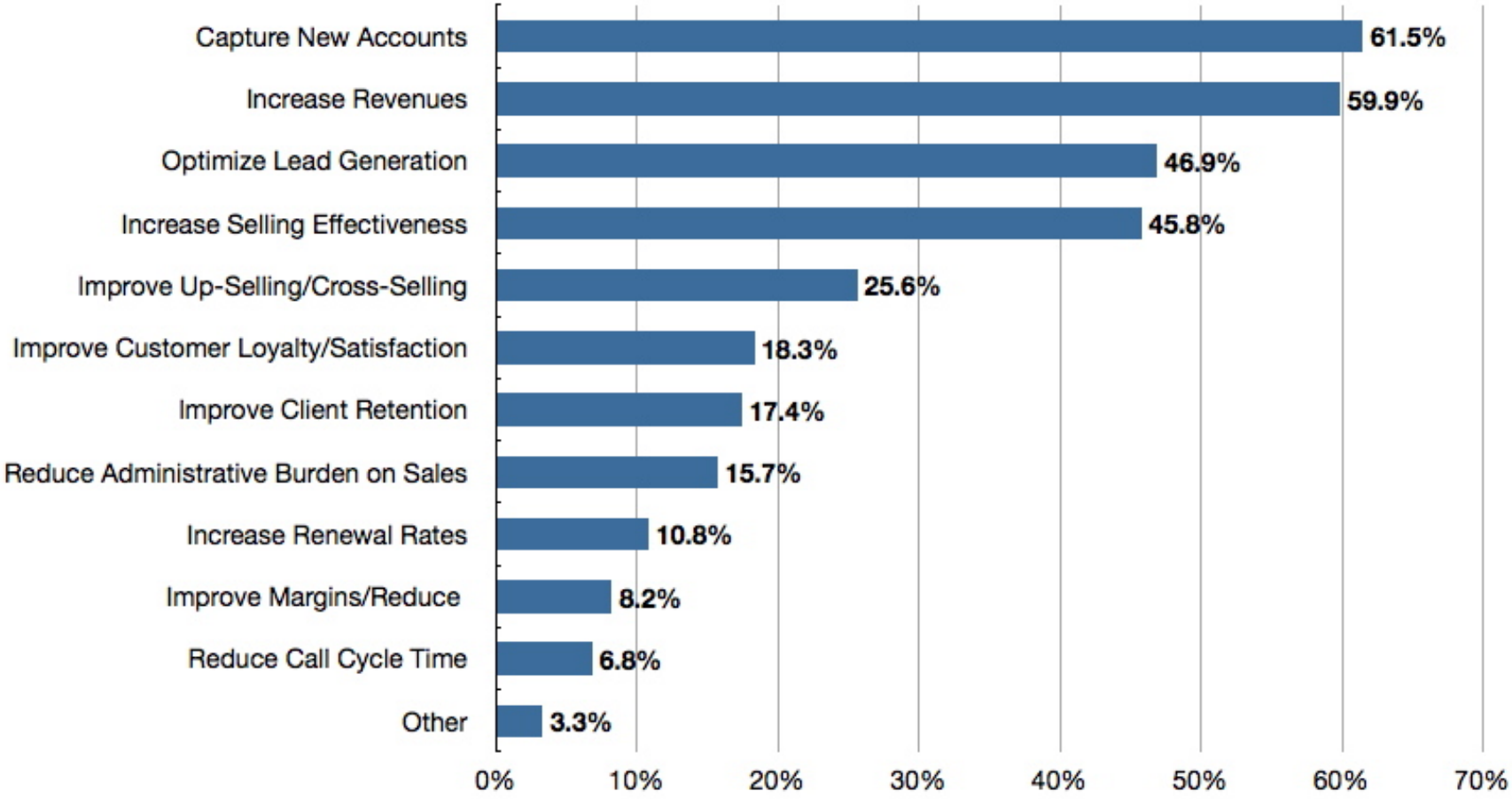
Multiple participant control

Sales Demos

Challenge: speed the sales cycle

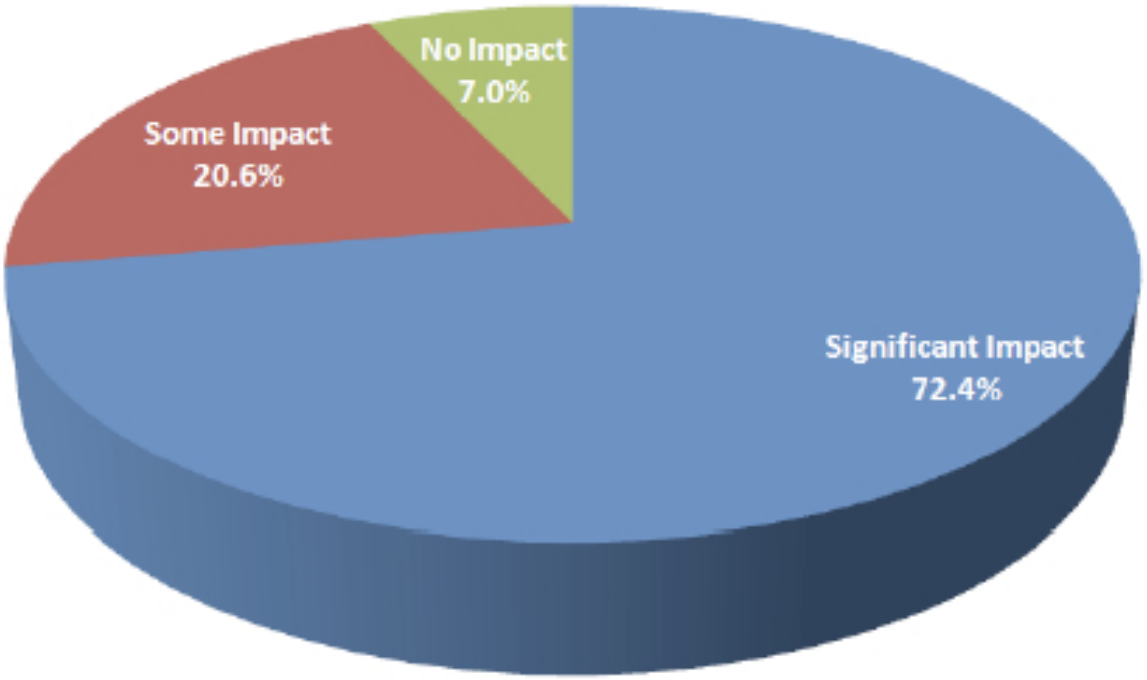
- Time and expense of travel
- Need to improve calls-to-demos ratio
- Remote participants aren't included
- Limited availability of other resources (e.g., execs, sales engineers, product managers, legal)
- Reducing contract turnaround

Top 3 Objectives: Next 12 Months



Source: CSOInsights, Apr 09

Web-Based Conferencing Impact on Sales Effectiveness



Source: CSOInsights

Application - external

- Trade travel time for increased prospect touches
- Use instant meetings to probe/qualify
- Answer objections with multiple offices/ participants in the same call
- Leverage influence and knowledge resources
- Collaborate on proposals, contracts

Application - internal

- Include (synchronous) visuals for sales meetings
- Reduce time out-of-field for training
- Use webinars to supplement in-person sales meetings

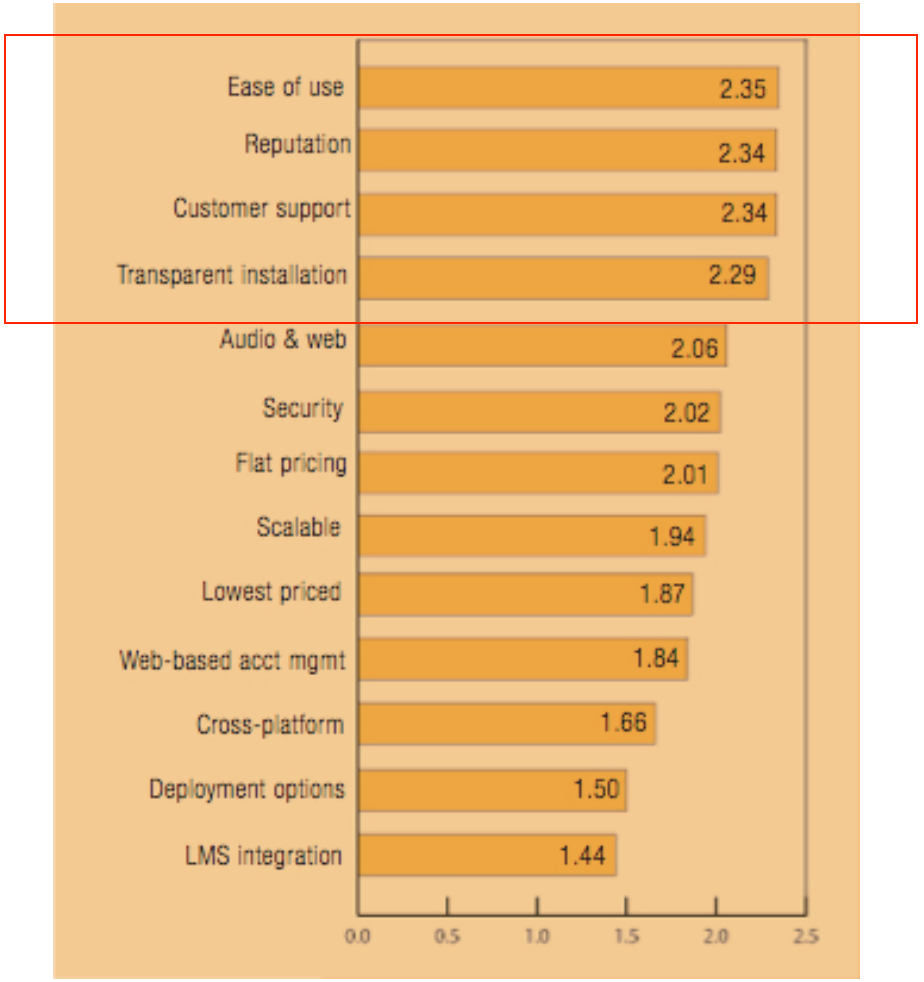
Q&A

Implementation & Training

Challenge: do more with less

- Time and expense of travel
- Pressure to improve billable utilization
- Pressure to reach more trainees per trainer
- Need to increase frequency of touch points between clients and PS or training staff
- Training content lags marketing messages

Top priority: ease of use

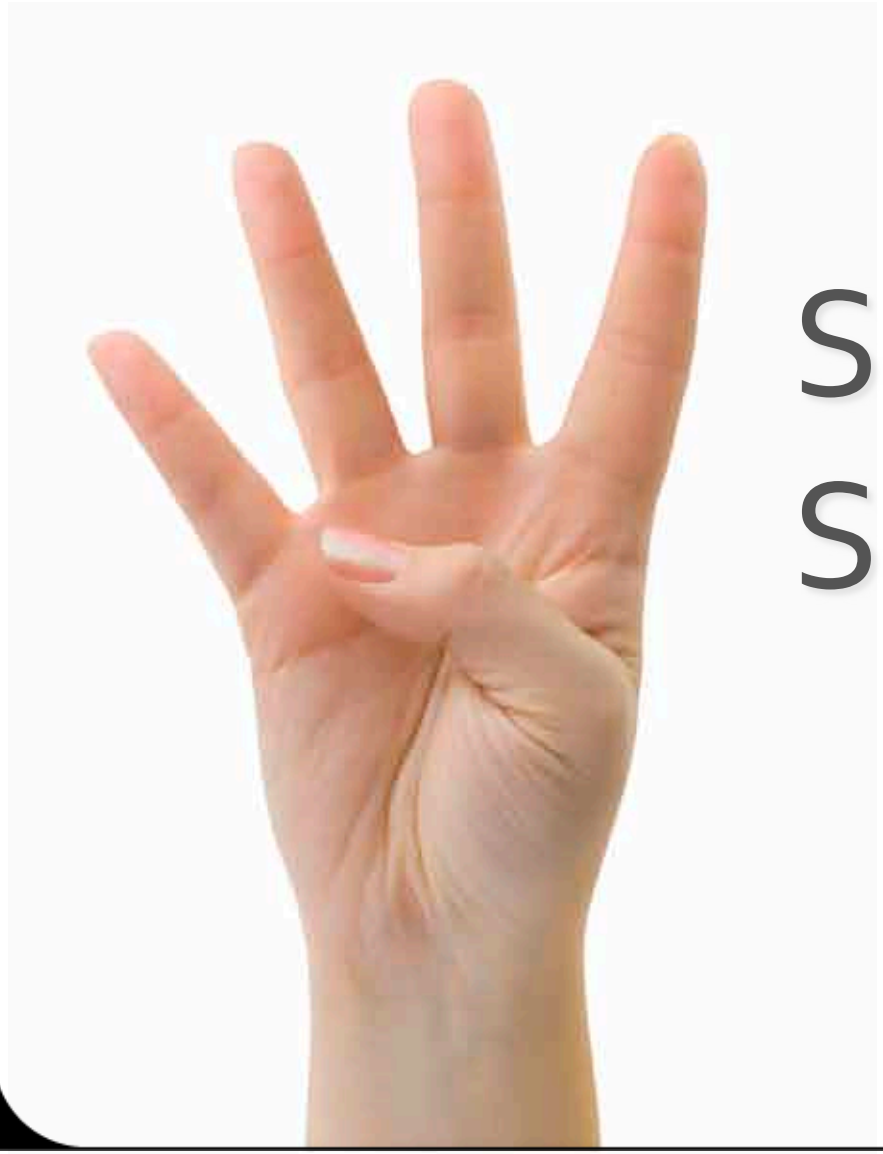


Source: Wainhouse Research *Shifting Training to Online Learning*

Application

- Increase reach and frequency of key training messages
- Improve billable utilization of trainers and pro services
- Deliver “just in-time” training; reduce time-to-market
- Build a searchable content library
- Adopt remote service delivery to improve margins

Q&A



Service and Support

Challenge: add continuous value

- Increasing value of maintenance and service contracts
- Time-to-resolution
- Pressure for sales team to focus on new business vs. ongoing relationships
- Increased workshifting/telework

Drivers of loyalty

Effort

Reduced effort for customer

First contact resolution

Moments of "wow"

Teach customers to resolve their problems

Improved experience through personalization

Drivers of disloyalty

Customer Pain

More than one contact to get issues resolved

Number of transfers to solve the problem

The need to repeat information (transfers)

Perceived additional effort

On Site

Project initiation & closure

Relationship building

Up-selling additional work

Requirement definition

Business process mapping

Online

Configuration, reports

Pilots and prototypes

Weekly status meetings & project reviews

Integration, development, testing, upgrades

Troubleshooting

Training

Adapted from: Service Performance Insights *Professional Services Model 2010*

Remote delivery improves satisfaction

% of work delivered on-site	Annual PS revenue ($MM)	Number of firms	% of total
< 60%	32.0	157	49%
60% - 80%	82.7	88	27%
> 80%	74.3	78	24%
Total	60.2	323	100%

Source: Service Performance Insights *Professional Services Model 2010*

Application

- Create a new customer promise: better access to right expert at the right time
- Define process for utilizing PS and support agents to improve availability and utilization
- Use short-turn measure/report cycles

Q&A

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1080 Group

Insights for
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