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**Kimberly Odom**  
Sr. Director of Marketing  
Contactual



## COMPANY BACKGROUND

The driving vision at Contactual is that full-featured, business-grade call center technology can be adopted by companies without the need for any additional hardware or system software. Contactual OnDemand Contact Center decouples the call center from the physical constraints of on-premise hosting. This simple concept enables companies to deploy agents anywhere there is Internet and phone service and offers tremendous benefits for today's business environment, where cost cutting is central to survival.

Contactual provides small and mid-sized contact centers in enterprises of all sizes with an efficient way to improve customer satisfaction while lowering costs. By giving clients the ability to break the long-standing dependency on telephony and hardware, its software can lower operating costs, improve customer and agent satisfaction, and speed workflow through faster provisioning and advanced reporting. This allows a higher level of service because clients can spend less time managing their call center technology.

## CHALLENGE

Contactual's primary objectives were to:

- Position Contactual as a thought leader in the areas of call/contact center optimization and customer service & customer care solutions.
- Extend Contactual's reach to potential buyers in key markets.
- Educate and demonstrate the value of cloud-based/on-demand contact center technology by aligning benefits with real world issues that business owners are seeking to overcome in their customer-facing organizations.
- Provide a mechanism for attendees who are interested in learning more, to connect with a Contactual representative.
- Capture detailed information about registrants and attendees that can be used in subsequent follow-up and lead nurturing activities.

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## Marketing Services Company Chooses WebAttract To Help Market Themselves with Webinars

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### THE WEBATTRACT APPROACH

“Before we signed with WebAttract, we looked at several other vendors. Some could provide a production platform but not audience recruitment. Others offered limited audience recruitment but couldn't help us develop the content. Only WebAttract met our criteria for a turnkey solution that gave us all the tools we needed to create a successful webinar from start to finish,” said Kimberly Odom.

WebAttract's key strategy is to focus on a precisely targeted audience. One might assume that because Contactual offers a software-based solution, then IT departments would be the likely audience. IT may influence buying decisions but their focus isn't on customer service. Instead, WebAttract targeted financial services and retailers because their entire business depends upon how well their call centers take care of their customers' needs.

WebAttract worked with Contactual to develop a webinar entitled, *“Improve Customer Service with Virtual Call Center Technology: Best Practices for Reducing Costs and Complexity,”* that featured two speakers, both of whom were authorities in the call center business. The first one was a recognized expert in call center design, outsourcing, and operations benchmarks who discussed the latest trends in customer service. She emphasized how to leverage virtual call center technology to increase customer satisfaction while eliminating capital expenditures and lowering overall operating costs.

The second speaker was a call center outsourcer who harnessed the power of virtual call center technology to increase both customer satisfaction and service levels by:

- Reducing agent handling time and increasing first call resolution
- Lowering agent turnover and absenteeism
- Providing more efficient call routing through a wider pool of agents
- Ensuring business continuity despite outages, adverse weather, etc.
- Leveraging call recording for quality monitoring, and
- Staffing efficiently for seasonality, 24/7 and international needs

Using this informational webinar as a marketing tactic proved to be a bellwether for Contactual. Not only did they exceed their enrollment goals, but they also educated their audience about the benefits of virtual call center technology.

Contactual subsequently asked WebAttract to produce a second webinar, *“Soar to New Customer Service Heights with Virtual Call Center Technology.”* This one explored the many operational advantages achieved by leveraging on-demand contact center technology, including:

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- Flexibility to utilize different resources across multiple locations
- Efficient staffing for seasonality, follow-the-sun, and international needs
- Speed and ease in implementation and maintenance, not possible with on-premise systems
- Out-of-the-box integration with CRM applications, and more

To illustrate these points using a real-world example, the webinar featured a case study from TradeCard, a supply chain collaboration platform provider that enables faster, smarter, and more efficient sourcing. The audience remained fully engaged throughout the webinar because the compelling case study spoke to their pain points. And because TradeCard was a third party, they validated the ease of using Contactual's call center technology. In fact, a prospect who was on the fence called his Contactual rep immediately after the webinar and asked for a demo, which resulted in a nearly \$10,000 annual renewable deal within 2 weeks.

### SUMMARY: KEY REGISTRATION, ATTENDANCE AND POST WEBINAR METRICS

#### AUGUST WEBINAR

- **Registration:** 504 people, across 38 states, and 15 countries registered. The goal was 250.
- **Audience Expectations:** Greater than 96% of attendees responded that the Webinar met or exceeded their expectations

#### DECEMBER WEBINAR

- **Results:** A prospect who was on the fence signed a deal worth nearly \$10,000 in annual renewable revenue. Contactual actively engaged four other prospects.
- **Registration:** 151 people, across 31 states, and 11 countries registered
- **Audience Expectations:** Greater than 93% of attendees responded that the Webinar met or exceeded their expectations.

## CONCLUSION

TradeCard's informational case study created an endorsement of Contactual that wasn't a sales pitch. This approach was so successful that Contactual has contracted with WebAttract to do an additional four webinars in 2011.

Kimberly Odom, Contactual's Senior Director of Marketing, describes how great it was to work with WebAttract, especially when everything didn't go as planned. "We had some technological glitches with the first August webinar and not all the registrants were able to attend. But the WebAttract team responded quickly, and went forward with that webinar, and then did an encore presentation 2 weeks later, which went off without a hitch."

"I appreciate the time that the WebAttract team put into the dress rehearsals and their careful planning to account for every possible scenario. Their willingness to go above and beyond our expectations, and provide us with a tightly targeted audience, gave us the results we wanted."

Even if sales is your primary business, you can still benefit from partnering with an expert web marketer like WebAttract. Not only can they funnel additional leads to you, but they also help you reach new markets that had been previously inaccessible. The lessons learned from the WebAttract approach include:

- Potential customers are interested in and will respond to webinars that provide relevant content from which they derive immediate value
- Everyone who registers is a potential lead, whether or not they attend the event
- Partnering with the right vendor who can deliver great results is critical to your webinar success and ROI
- Webinars are a great channel to generate highly qualified leads if executed properly



WebAttract provides an End2End "Custom for Every Customer" turn-key solution for webinar demand creation and has offices in New York and California. [www.webattract.com](http://www.webattract.com)