WEBINAR CASE STUDY

VIRTUAL CALL CENTER COMPANY CHOOSES WEBATTRACT TO HELP ALIGN REAL WORLD ISSUES FACING BUSINESS LEADERS WITH THE VALUE OF THEIR CLOUD-BASED ON-DEMAND CONTACT CENTER TECHNOLOGY

TYPE OF WEBINARS PRODUCED:
✓CASE STUDY

WEBINAR HOSTING PLATFORM:
GoToWebinar™

SERIES RESULTS:
✓ 5 WEBINARS
✓ 970 REGISTRANTS
✓ 393 TOTAL ATTENDEES
✓ CLOSED DEAL WITHIN 2 WEEKS OF SECOND WEBINAR WORTH NEARLY $10,000 IN ANNUAL RENEWABLE REVENUE

"WEBATTRACT PROVIDED US EVERYTHING WE NEEDED IN A SINGLE VENDOR, FROM TARGETED AUDIENCE RECRUITMENT TO CONTENT DEVELOPMENT AND LEAD GENERATION.

BECAUSE OF WORKING WITH THEM, WE NOT ONLY CLOSED A DEAL WITH A CLIENT WHO WAS PREVIOUSLY ON THE FENCE, BUT WE ALSO HAVE SEVERAL OTHER QUALIFIED LEADS IN THE PIPELINE THAT WE WOULDN'T HAVE HAD OTHERWISE.

THEIR WILLINGNESS TO GO ABOVE AND BEYOND OUR EXPECTATIONS, AND PROVIDE US WITH A TIGHTLY TARGETED AUDIENCE, GAVE US THE RESULTS WE WANTED."

- SR. DIRECTOR OF MARKETING, CONTACTUAL

COMPANY BACKGROUND

Contactual provides small and mid-sized contact centers in enterprises of all sizes with an efficient way to improve customer satisfaction while lowering costs. With Contactual, full-featured, business- grade call center technology can be adopted by companies without the need for any additional hardware or system software.

Contactual On-Demand 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 was acquired by 8x8 Global Cloud Communications.

DEMAND GENERATION CHALLENGES

Contactual and WebAttract partnered together to create a series of five webinars to align real world issues facing business leaders with the value of Contactual's contact center technology. This case study focuses on two of those webinars. Contactual's primary objectives were to:

1. Position itself as a thought leader in the areas of call/contact center optimization, customer service, and customer care solutions
2. Extend its reach to potential buyers in key markets
3. 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
4. Provide a mechanism to connect with a Contactual representative for attendees who are interested in learning more
5. Capture detailed information about registrants and attendees that can be used in subsequent follow-up and lead nurturing activities

THE WEBATTRACT SOLUTION

"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 the Senior Director of Marketing.

WebAttract's key strategy is to focus on a precisely targeted audience. One might assume that because Contactual offers a software-based solution, 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 external 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. 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. Not only did Contactual exceed their enrollment goals, 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.

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.

RESULTS

Webinar #1: "*Improve Customer Service*"

- **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

Webinar #2: "*Soar to New Customer Service*"

- **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

- **Deals Closed:** A prospect who was on the fence signed a deal within 2 weeks worth nearly $10,000 in annual renewable revenue. Contactual actively engaged 4 other prospects

LESSONS LEARNED

Contactual's Senior Director of Marketing describes how great it was to work with WebAttract, noting her appreciation for "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, and provide us with a tightly targeted audience, gave us the results we wanted." After the initial two, Contactual contracted with WebAttract to do an additional three webinars.