

## CUSTOMER SUCCESS STORY

# International Company Increases Customer Value with Web Conferencing

### EXECUTIVE SUMMARY

#### CUSTOMER NAME

- Linkup Consulting (headquarters – Sydney, Australia and staff in United States) ([www.linkup.com.au](http://www.linkup.com.au))

#### BUSINESS CHALLENGE

- The consulting firm was facing travel reimbursement restrictions from its major clients. Reduced travel would severely limit the firm's ability to deliver its professional services.
- The firm was underusing Internet collaboration tools for its professional staff.

#### SOLUTION

- Designed and implemented a training and coaching program that focused on behavioral and performance skills.
- Served as a "catalyst" to create energy and enthusiasm for the consulting staff to effectively use Internet collaboration tools for virtual meetings and live virtual training.

#### BUSINESS VALUE

- Increased sales.
- Increased value to customers.
- Reduced travel costs and travel time.
- Improved business processes.
- Internal project work got done at a higher level of performance and efficiency.

***For additional information, contact:***

**Henry Liebling**  
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### HENRY LIEBLING, CO-FOUNDER, MOREVIRTUAL.com

Henry has significant experience with web conferencing, virtual meetings, team workrooms, distance learning (live virtual classroom and blended learning), and traditional classroom courses. He was invited by Linkup Consulting to help them improve the application of available technology to their business.

### LINKUP CONSULTING

Linkup Consulting partners with business leaders to build high performing teams and to grow leadership. They utilize the Instinctive Drives® system. The I.D.™ system, created by Paul Burgess, is a revolutionary tool that goes beyond personality and behavior, to uncover instinct, drive, and motivation.

Linkup clients include Cisco, Baxter, Sun, Hewlett-Packard, Peugeot, Wizard, and Tower Australia.

### PROGRAM OBJECTIVES

Henry customized a program for Linkup. The objectives included:

- Linkup staff is able to provide high quality virtual real-time meetings with its clients and internally. ("High Quality" as meaning – more collaborative, more engaging, more interesting, virtual meetings are similar to effective in-person meetings.)
- Linkup staff develops "real time" virtual training capabilities. (Live Virtual Classroom)

The Linkup leadership felt that improving these "virtual capabilities" would enhance its sales and reputation with existing and new clients.

The project lead was Linkup's Training Manager and Senior Consultant.

## **PROGRAM DESIGN and IMPLEMENTATION**

The program design and implementation included the following components:

- Needs Assessment
- Virtual Training Sessions and Training Materials and Templates
- Performance Checklists for using Web Conferencing (Skills and Business Processes)
- Advising the Project Lead

## **HIGHLIGHTS**

- In the first virtual session, the company's president participated. He set the expectation of how important it was for the company to develop these virtual capabilities.
- Henry made the early virtual sessions "fun." This gave the participants the experience that web conferencing is a "social medium" and not merely a technology platform to push slides.
- Linkup consultants worked in small groups to practice web conferencing techniques / skills.
- Because Linkup's professional staff works with clients who use web conferencing, video conferencing, and telepresence in a variety of settings, there was realization that in order to achieve "glitch-free" virtual meetings, consultants needed to perform processes "before" the meeting.

## **From LINKUP CONSULTING**

"As an international business, with our home office in Australia and consultants based around Australia and the United States, we contracted with Henry E. Liebling, co-founder of MoreVirtual.com to take our knowledge, skills and most importantly, our application of available technologies to the next level. We felt that given the direction the world and business is moving, we want to ensure we stay ahead of the curve; we need to be able to support our clients effectively and operate effectively as a 'team' when working globally and remotely. We have been working with Henry for almost three months now on helping to build virtual capability within our team."

"Henry was a great catalyst for getting the ball rolling in our business. Within a month of starting the training program, we were doing the majority of our internal work on-line via Skype and Webex. These new skills enhanced our meeting effectiveness and results; while improving our ability to stay connected and build relationships."

"Henry has also been a tremendous support for us by providing a wealth of resources, questions and materials to help us really deepen our thinking, awareness, knowledge and application. He sought to truly understand and meet our needs and is readily available for help, advice and support. We look forward to continuing to work with Henry and MoreVirtual.com in the future to further build our virtual capabilities and expertise."

## **BUSINESS VALUE SUMMARY**

- Increased sales.
- Reduced travel costs and travel time.
- Increased value to their clients.
- Consultants more effective and more productive with virtual meetings, internally and with clients.
- Consultants were more effective with their live virtual training sessions.