



## Case Study: AGENDA Software GmbH

# Webinars increase customer satisfaction

AGENDA's products help tax advisors, accountants, and corporations improve their operations in the areas of human resources, accounting, taxes, and finance. Their product line is augmented by numerous service-oriented Webinars with Netviewer, whereby AGENDA shows its clients how to quickly and efficiently resolve pending tasks with their software. The result: The cost of providing support goes down and customer satisfaction goes up.

### Up to 150 participants per seminar

Efficiency is an important topic – both for AGENDA and for clients of the firm. Online seminars – also known as Webinars – can help you get one large step closer to reaching your goals. Approximately 30 seminars address current topics from specific areas and demonstrate, for example, how AGENDA software can manage wage accounting when working hours are reduced or when employees enter semi-retirement. Online seminars last from 45 to 90 minutes and are attended by up to 150 clients. The ten specially trained moderators are all experts in their fields.

“Our clients are always happy when Webinars help their employees start using the software effectively. In the past, we offered on-site seminars at the client's location, which obviously were associated with tremendous expenses for traveling and overnight accommodations,” according to System Administrator Martin Lippert. Webinars drastically reduce these expenses for both sides. Initially, AGENDA used a Web conferencing solution from a foreign provider, but this company did not offer support in Germany, so the time delay created enormous problems whenever emergency service was required.

**Agenda**  
Software

AGENDA has been offering commercial software for finance, accounting, human resources and taxation to tax accountants, freelance bookkeepers and companies since 1984. The company relies on the expertise of specialists in these areas when developing the software. About 1200 employees work at the company's headquarters in Rosenheim, Germany. Their goal is to simplify the work of their 14,000 customers and make their processes more efficient and comfortable.

  
netviewer

## Synchronizing audio and video

As the leading European provider with German-based support, Netviewer quickly proved to be the best alternative. Other benefits include Netviewer's straightforward operation and the small software client that does not require installation or any changes to the firewall. Stability and performance were other important factors. "Audio and video transmission must be synchronized, otherwise the best online seminar will be worthless," according to Martin Lippert.

AGENDA has benefited in several ways from using Netviewer Webinars:

- Savings of time and money by eliminating on-site seminars
- Better-trained customers reduce demands on the support department
- Show mode enables rapid and efficient product presentations
- Integrated VoIP function reduces expenses for teleconferences
- Chat function improves dialogue
- Netviewer is easy to operate

AGENDA benefits from lower expenses in several areas and is able to significantly improve customer loyalty. Their commitment to professional arrangement of their Webinar offerings is a major factor in their success. When participants register for a Webinar, they receive an automatic confirmation via e-mail with all of the details on their online seminar and login procedures. Moderators usually work in pairs and are located in specially equipped seminar rooms. A co-moderator receives anonymous chat questions and provides answers. He forwards any important or frequently asked questions directly to the moderator who then addresses the issue in the larger session. "This helps our customers learn how to use our software in the most efficient way possible, which makes their jobs much easier," says Martin Lippert. Online seminars are recorded and provided to the participants in the form of a Flash video – an extra bonus that further increases customer loyalty.

## Positive feedback

The number of participants who take advantage of AGENDA Webinars indicates their value. According to Martin Lippert, seminars sell out rapidly, especially at the end of the year when tax advisors and accountants are busiest. Clients also provide good feedback of their own. After each seminar, AGENDA asks the participants to give feedback by answering seven questions. "More than 90% give us very good scores and are satisfied with the overall Webinar."

**"Online seminars enable us to expand our customer service while simultaneously lowering the workload on our support department."**

**MARTIN LIPPERT**  
SYSTEM-ADMINISTRATOR

## Benefits at a glance

- Online seminars save time and money compared to on-site seminars.
- Fewer support calls and greater availability
- Rapid and efficient product presentations
- Integrated VoIP function
- Netviewer is easy to operate
- No installation, no changes to the firewall
- Highly effective security concept

**Austria:** Vienna +43 1 532 1612 0  
**Benelux:** Amsterdam +31 (0) 20 708 970 0  
**France:** Paris +33 (0) 1 414 907 95  
**Nordics:** Stockholm +46 (0) 8 410 416 00  
**Switzerland:** Thalwil +41 (0) 44 722 800 0  
**UK & Ireland:** Guildford Surrey +44 (0) 1483 400 660

**Germany (Headquarters):** Karlsruhe +49 (0) 721 354 499 0

[www.netviewer.com](http://www.netviewer.com)

**netviewer**