



Case Study: Comsol AG

Door-opener when making cold calls

Comsol AG of central Germany advises medium-size companies on the integration of ERP software, which is designed to make commercial processes simpler and more efficient. But internally as well, Comsol places a high priority on efficiency. Comsol advisors use online presentations for sales purposes and to communicate with existing customers. This allows the company to save a great deal of time and expenses associated with travel while expanding its sales territory. Online presentations also elevate the company's image and help salespeople open doors when doing cold calls.

Effective sales presentation

Since 1992, Microsoft Dynamics NAV business software has served as the foundation for business consulting at Comsol. The company has also developed additional Microsoft-certified add-ons and industry solutions for this software that help companies administer travel expenses or logistics. In the past, salespeople always needed to give a presentation at the customer's site or at Comsol headquarters. Of course, this involved the expense and time of traveling both ways, and sometimes extensive coordination of dates and arrangement of seminar rooms.

In order to simplify this procedure, Comsol sought a Web conferencing solution. "This was primarily a strategic decision," according to marketing director Andreas Paersch, "since we wanted to reinforce the fact that we are an IT company that actively seeks out new ideas." The company ultimately settled on Netviewer, because it is a Web-based service that does not require installation or special software like ActiveX. The overall goal was to make the service as easy and straightforward as possible for potential customers. Intuitive operation and the certified security concept were additional benefits.



Comsol has been helping medium-sized companies optimize their processes since 1986. Its consulting business is based on Microsoft Dynamics NAV (Navigation) ERP software plus several internally developed, Microsoft-certified modules. Comsol has a network of external specialists and extensive in-house competencies so they can offer their customers a wide spectrum of solutions and services.



Reaching more customers

Since selecting Netviewer, Comsol holds two online seminars (also known as Webinars) every week. Salespeople can use Netviewer to hold interactive, visually engaging product presentations. Three to six customers can participate in the presentation without leaving their own desks. According to Andreas Paersch: „We can give a presentation with PowerPoint and even a live demonstration of the application.“ This lets us establish a closer relationship with the customer and gives us an advantage during sales discussions.“

The benefits:

- efficient lead qualifications during online seminars
- reduces travel expenses, time, and organizational efforts
- extended reach expands the size of the sales territory
- Web conferencing opens doors in a highly competitive market
- the company's image is bolstered through the use of innovative solutions

„Many of our customers are surprised because they have never seen Web conferencing before. It quickly captures their attention. Netviewer lets us reach a larger number of potential customers from a geographical perspective, but also because it is so easy to use. Everyone can find 45 minutes,“ according to Andreas Paersch. By discussing current topics in conjunction with the products, the audience learns a great deal and has yet another incentive to participate. The subsequent round of questions often leads to a lively discussion with many opportunities to engage the customer and promote the product.

High acceptance by customers and employees

At Comsol, Web conferencing has become a standard tool for communicating with customers. It is now used at every level of the sales process, from initial contact to personalized resolution of individual questions and follow-up support. Customers find the service just as appealing: „It is widely accepted. Many of our customers call and say 'I already have it started and just need the session number'“, according to Andreas Paersch. You can't argue with the numbers: The service is used nearly 300 times every month.

“Webinars allow us to expand our sales territory and reinforce our image as an innovative IT company. As a novelty for many new customers, Webinars also help open doors.”

ANDREAS PAERSCH
MARKETING DIRECTOR

Quick overview of the benefits

- rapid and cost-effective way to generate and qualify leads
- elevates the company's image and opens doors to potential customers
- expanded sales territory
- extends the user's range
- saves time and money associated with travel
- works without installation or ActiveX
- intuitive operation
- certified security

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