



Case Study: Tobii Technology

Higher productivity and better customer service

Rapidly-growing companies often run into personnel-related bottlenecks as the pace of sales outstrips their ability to serve their customers. That is why having efficient, highly productive procedures and effective teamwork is so important. That's what the Swedish company Tobii Technology achieved: The manufacturer of hardware and software for eye-tracking systems doubles its sales every year. To increase the productivity of its employees, Tobii uses Web conferences for internal collaboration and communication with customers.

Global communication via Web conferences

Tobii Technology is one of the fastest growing technology companies in Sweden. Its innovative technology tracks human eye movements for the purpose of analyzing behavior or controlling computers. It is used primarily for market or usability research and science, or to help severely disabled people use personal computers and to communicate. Tobii's highly refined technology has been granted several patents and recognized with awards. Headquartered in Stockholm, the company has expanded its organization with offices in China, Germany, Japan, Norway, and the United States. "We are growing very quickly and need a straightforward way to communicate spontaneously so we can improve how we work together," according to Tommy Strandvall, Training Manager at Tobii. Today, already 80 employees rely on Netviewer to exchange information via Web conferences. They use Netviewer Meet and Present for internal purposes like trainings and product demos. When they need to communicate with customers, they choose Netviewer Meet and Netviewer Support.



Tobii Technology is a manufacturer of hardware and software for eye-tracking systems. The company was founded in 2001 and continues to experience enormous yearly sales growth. It has been granted several patents and was recently awarded the 2009 Industriepreis in Germany. Tobii Technology is headquartered in Stockholm, Sweden and has additional offices in China, Germany, Japan, Norway, and the United States.
www.tobii.com



Holding ad hoc meetings

"Web conferences let everyone work from their own desks without losing valuable time waiting in conference rooms," Tommy Strandvall explains. To reinforce personal contacts Tobii Technology uses cameras during Web meetings. Participants discuss and jointly edit documents or presentations during the different business units' monthly web conferences. They discuss international sales activities and exchange information about upcoming activities and development work. Conferences planned at short notice - to discuss new product functions, for instance - are also very common. With the Web meeting system, this is easy to do.

Netviewer is also used extensively to communicate with potential and existing customers. Web conferences are extremely useful for closing sales: Tobii Technology can demonstrate its eye-tracking system to potential customers live over the Internet. When the customer has questions, they can be answered immediately. "This lets us demonstrate our product well before receiving an order," according to Tommy Strandvall. "That saves time, makes our employees' jobs easier, and accelerates the sales process."

After-sale service

After closing the sale, Tobii supports its customers via Netviewer. During online training presentations, participants are familiarized with the technical details of Tobii's products. If they need help with the applications, users receive assistance quickly and can follow the problem solving step-by-step on their own screens. Thus, Tobii reinforces customer satisfaction and saves travel costs.

Tobii Technology places a high priority on making its own products easy to use. This aspect was equally important when selecting a Web conferencing system. Plus, video transmission has to work flawlessly even while eye-tracking is in use on the computer. After comparing several different solutions and performing exhaustive tests, Netviewer was chosen as the only solution which fulfilled all requirements.

"With Netviewer we can work faster and more efficiently. This allows us to reach more customers with our products and services and provide better services to our customers."

TOMMY STRANDVALL
TRAINING MANAGER, TOBII TECHNOLOGY

Benefits at a glance

- Work quickly on important matters without interruption
- Facilitate and improve teamwork
- Online training events and Webinars offer a visual way to present product information
- Online meetings expand global customer contacts
- Provide user support
- Provide better service to customers
- Web conferencing technology is easy to install and use

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