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—Lori Bello, Client Services Manager, ADI Time



ADI Time gains business efficiencies and client loyalty with WebEx.

Customer and industry

ADI Time, high tech

Cisco WebEx services

WebEx Meeting Center, Training Center, Support Center

Summary

ADI Time wanted to find an efficient way to work with prospective and existing global customers on an ongoing basis. ADI Time implemented WebEx solutions throughout its sales, technical support, and training organizations. As a result, the company’s client response times are now a fraction of its competitors’, fostering greater client loyalty and increasing sales. WebEx also optimized ADI Time’s resources by cutting client site visits by 90% and expanding customer reach. With only one trainer on staff, ADI Time strengthened its training offerings while providing eLearning convenience to clients.

About ADI Time

- **Line of business:**
Time and attendance solutions
- **Headquarters:**
East Providence, RI
- **Number of employees:**
45
- **Target market:**
Mid-size enterprises
- **WebEx customer since 2000**

Founded in 1983, ADI Time is a leading developer of time and attendance solutions that help thousands of businesses worldwide successfully manage their workforces. Designed for a wide variety of workforce management needs, ADI Time solutions address the most complex challenges facing labor-intensive industries today. The solutions integrate easily with popular human resource, financial management, and payroll software — resulting in tangible savings and improved productivity for clients everywhere.

The challenge

With clients spread throughout the nation and across the world, ADI Time wanted to find an efficient way to work with prospective and existing customers on an ongoing basis. “To perform software implementation and sales calls, our staff had to travel to client sites, and spent several days a week on the road,” recalls Lori Bello, Client Services Manager at ADI Time. The company tried to interact remotely with clients by implementing some of the connectivity applications on the market at the time. Bello explains, “In the late 1990’s, we tried PC Anywhere and different DOS programs, but the slow performance of these early software packages made it difficult to share our applications with clients.” In addition, ADI Time wanted to provide remote technical support to clients and value-added resellers located across the globe, from New Zealand to Kuwait. As web-based meeting applications entered the market, ADI Time began searching for a strong online collaboration and support tool.

The solution

In 2000, Bello researched web-based meeting solutions on the Internet and found WebEx. “WebEx technology was far more advanced than any other solution on the market. We chose WebEx because it was clearly the industry leader,” she says. WebEx ease of use and sophisticated reporting functionality were also important factors for ADI Time. “We knew that WebEx reports could provide us with metrics to help us streamline our sales and support processes,” she says.

ADI Time initially implemented WebEx Meeting Center for pre- and post-sales activities. Today, the sales team uses Meeting Center to conduct product demonstrations, which consist of one-on-one meetings with clients. According to Bello, “We set up sample databases, making it possible for clients to touch and feel our systems via WebEx. WebEx also enables our sales team to conduct joint sales calls with VARs and their clients when needed.” In addition, the company conducts weekly and bi-weekly calls with new clients to guide them through every stage of product implementation. “With WebEx, we’re in constant communication with our clients, even if we only talk for half an hour to check on their implementation. Our clients can have as many people on the call as needed. They feel well-supported, and we can ensure they use our products successfully,” explains Bello.

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Soon after implementing Meeting Center, ADI Time adopted WebEx Support Center for its technical support organization. The company now uses the WebEx Remote Support module within Support Center to provide extensive technical support to 700 clients, as well as second and third-tier support to twelve value-added resellers worldwide. “WebEx enables our technical support staff to see client problems onscreen, greatly facilitating troubleshooting. Now they solve issues instantly,” says Bello.

Most recently, ADI Time employed WebEx Training Center to facilitate client trainings. “Our trainer was using WebEx Meeting Center for trainings for quite some time but then we realized Training Center would better support our growing needs,” says Bello. Today, ADI Time offers monthly WebEx trainings that are open to all existing clients. These hour-long sessions highlight key product features and attract up to 70 attendees at a time. The trainer records the sessions and posts them on a password-protected section of the corporate website for clients to access at their convenience. In addition, ADI Time uses WebEx to conduct complete one-on-one trainings with new clients. “We typically have a copy of the clients’ configured databases, and we train them on our software by showing them their own data onscreen during a WebEx session,” says Bello.

The benefits

WebEx ensures ADI Time consistently delivers on its commitment to high-quality client service, resulting in a competitive edge as well as increased sales. “WebEx enables us to access clients’ environments and troubleshoot issues immediately. We answer client support requests within 30 minutes, while our competitors can take up to a full day to respond,” says Bello. WebEx reinforces the company’s reputation for being highly responsive to client needs, further strengthening customer relationships. “By enabling us to deliver excellent customer service, WebEx helps us cultivate client loyalty. Some of our clients have been with us for ten years. They provide repeat business as well as great referrals that help us generate even more sales,” she says.

WebEx also dramatically reduced the need for travel at ADI Time, optimizing technical support, implementation, sales and training resources, and increasing overall productivity. “Thanks to WebEx, our technicians now travel to client sites maybe once out of every ten software implementations. This 90% cut in travel translates into a huge productivity gain. And because our sales team conducts almost all demos via WebEx, they now make more sales calls each day, increasing the number of prospects they reach,” states Bello.

As a result of using WebEx, ADI Time has improved the efficiency and convenience of its training programs. “WebEx enables us to break our trainings into short two-hour sessions. We have increased the number and frequency of training sessions with only one trainer on staff, and our clients are pleased that their employees don’t have to dedicate an entire day to training. They can learn how to use our products without leaving their desks,” she says.

The future

As ADI Time continues to grow its workforce, it intends to continue expanding WebEx usage. “Over the next couple of years, we hope to add more implementers, trainers, tech support staff, and sales people who will all use WebEx,” says Bello. She also plans to use WebEx reports more extensively to gain better visibility into client support activities. “The reports will help us determine which clients are using our technical support services and the length of each support call,” she says. In reviewing ADI Time’s experience with WebEx, Bello states that the company is very pleased. “Our relationship with WebEx is great. WebEx is always offering new services that we find very useful. We look forward to continuing to leverage all WebEx has to offer to support our growth.”

Highlights

- WebEx ensures ADI Time consistently delivers on its commitment to high-quality service, resulting in a competitive edge, greater client loyalty, and increased sales.
- WebEx optimized ADI Time’s technical support, sales, and training resources by cutting client site visits by 90% and increasing customer reach.
- Using WebEx, ADI Time improved the efficiency of its training programs, expanding its offerings with only one trainer on staff and providing maximum client convenience.