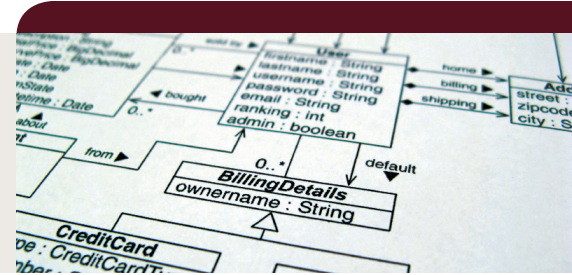


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## Curbstone credits revenue growth and service excellence to WebEx.

### Customer and industry

Curbstone Corporation, high tech

### Cisco WebEx services

WebEx Meeting Center and Support Center

### Summary

Curbstone needed a way to deliver complex information more effectively to prospective customers. Curbstone now uses WebEx Meeting Center to conduct visual pre-sale presentations, helping the company achieve a 99% close rate. With WebEx Support Center, Curbstone works with customers online to resolve issues quickly, remotely, and securely. Thanks to WebEx, Curbstone people now work smarter and more efficiently, enabling the company to double its revenues in one year with minimal additional staff.

### About Curbstone Corporation

- **Line of business:**  
Independent software vendor
- **Headquarters:**  
Ball Ground, GA
- **Number of employees:**  
14
- **Target market:**  
Companies using IBM AS/400 midrange systems
- **WebEx customer since 2005**

Curbstone Corporation develops, sells, and supports credit card processing software for the IBM AS/400 (iSeries, System i) midrange platform. The company’s specialized platform expertise provides a distinct advantage over competitors, and is the primary reason companies of all sizes deploy Curbstone solutions as part of their mission-critical operations. Curbstone customers include industry leaders such as Conde Nast Publications, MIT Press, New York Life, Rand McNally, Swiss Army Brands, Terminix, and travelocity.com.

### The challenge

Curbstone Corporation’s growth strategy focuses on increasing efficiency, not head count. In the early days of the company, Curbstone sales people qualified projects, then set up a phone conference to conduct a more formal “needs analysis” as the next step in the sales process. However, conveying complex transaction processing concepts and complicated industry merchant rules to prospects was highly challenging. Curbstone President, Ira Chandler, took the lead in the phone conference, painting tedious “word pictures” about the process and the software to describe specific applications. “Unfortunately, after the teleconference, prospects retained about 5% of what they heard,” he says. Chandler wanted to make a more visual, compelling presentation, reduce the number of follow-up questions from prospects, and accelerate the sales process. “I needed to find the right tool to help my small staff grow sales volume,” says Chandler.

### The solution

To accomplish its goals, Curbstone decided to move to web conferencing for its sales presentations. Curbstone evaluated GoToMeeting, iLinc, Microsoft NetMeeting, and virtually every other provider before selecting WebEx. Only WebEx offered the brand recognition and reliability Curbstone needed for its specialized market. “Our software is mission critical for companies, so it’s paramount that customers have the highest confidence in our company as well as the tools we use to collaborate with them. Since WebEx is universally recognized for web collaboration, our customers feel comfortable using it,” states Chandler. In addition, Curbstone needed a solution that would work properly and consistently on hundreds of different machine configurations. “I have never found any software as reliable at establishing user connections as WebEx. We have complete confidence going into a conference that it’ll work correctly every time,” says Chandler.

Curbstone selected WebEx Meeting Center to streamline its sales process, enabling the company to convey information visually to prospects for the first time. Now, Curbstone’s three sales people qualify leads by phone, and then direct prospects to fill out an online needs analysis on their current credit card processes. Next, the Curbstone salesperson schedules a one-hour WebEx conference to conduct an in-depth customer sales presentation and needs analysis. According to Chandler, “Credit card processing is an art, not a science. WebEx enables us to customize presentations easily to match each customer’s industry type and unique business process.

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We dynamically select from over 100 standard slides to present the set of 20 or 30 best-suited to each prospect.” He adds, “With WebEx, we also impact the broad spectrum of decision-makers all at once—from accounting and customer service to IT management and programmers.” Once a quote is generated, and the software licensed, WebEx helps Curbstone jump-start new customers with formal implementation kick-off meetings. Curbstone project managers use WebEx Meeting Center to guide customers through a complete implementation plan, identifying the unique milestones for each client’s particular installation. WebEx Meeting Center also helps foster staff collaboration since Curbstone employees telecommute from home offices. “WebEx helps us develop a sense of community within the company. We use it to encourage interaction among employees as well as to collaborate on projects.” Today, Curbstone employees confidently rely on WebEx to help get the job done better and faster.

To improve business efficiency even further, Curbstone implemented WebEx Support Center Remote Support for secure, remote support. Because Curbstone software is independently audited—ensuring it adheres to the Payment Card Industry’s “Best Practices Security Standards”—customers expect the company to employ state-of-the-art, secure tools. “In today’s security-conscious environment, older methods of gaining access to customer

systems have become problematic. With its SSL encryption, WebEx Support Center enables us to access customer systems securely without entering a company’s virtual private network (VPN),” says Chandler. Now, customers show Curbstone their issues on-screen, and watch the tech support staff resolve them. “Using WebEx for support is standard for us,” explains Chandler. “The old ‘Type this command’ and ‘What do you see’ is archaic now. WebEx enables fast, efficient service at the first hint of a problem.”

#### The benefits

WebEx Meeting Center streamlined the sales process at Curbstone, enabling the company to improve communications and generate phenomenal revenue with a small staff. “We doubled our revenue in one year while adding only two employees. We attribute our ability to do this to WebEx,” says Chandler. WebEx helps Curbstone convey complex processes visually, instead of drowning prospects with words. “WebEx has absolutely helped us eliminate any of the doubt that normally causes prospect fallout between the time of first contact and order completion—resulting in an impressive 99% close rate on deals,” adds Chandler. Equally compelling for Chandler is the value Curbstone gets from WebEx Support Center. Curbstone now processes support issues much faster, while increasing the level of customer service it provides. “It’s just another reason WebEx is worth every

penny,” comments Chandler. “We don’t sell support or implementation services. When a customer licenses our software, they get unlimited technical support. Because we’re not billable, we need to be especially efficient. Curbstone provides 24/7/365 support to an installed base of approximately 200 customers—with only three front-line support technicians. While this is a testament to the reliability of our software, it also highlights the extreme efficiency of WebEx-based support.”

#### The future

Going forward, Curbstone plans to leverage WebEx to further improve company efficiency and service to the client. For instance, the company is considering conducting portions of the kick-off meetings using pre-recorded WebEx presentations. Curbstone is also thinking about using WebEx during the lead qualification process. “Using a WebEx presentation will ensure consistency of the information we deliver to every lead,” says Chandler. He summarizes the many positive effects of using WebEx at Curbstone. “Without a doubt, WebEx enables our company to operate more efficiently, appear more capable to prospects and customers, provide a higher level of customer service and support, and make the sales process more efficient.” As Curbstone continues its successful growth, WebEx is there to help it do more with less. “I can’t imagine growing this company at this rate without WebEx,” concludes Chandler.

#### Highlights

- Curbstone boasts a 99% sales close rate for prospects who attend a WebEx needs analysis presentation.
- WebEx Support Center enables Curbstone to deliver highly efficient and secure customer service remotely.
- WebEx Meeting Center streamlined the sales process at Curbstone, enabling it to double its revenues in one year while adding only two employees.