

REDBACK CASE STUDY

Tele and Web Conferencing

THE CASE

MOUNTAIN DESIGNS
CRAIG SELLIN - IT MANAGER
TELECONFERENCING AND WEB CONFERENCING TO REACH A
DISTRIBUTED SALES FORCE



WHY TELECONFERENCING?

With 39 stores across Australia, Mountain Designs is a cutting edge leader in the outdoor and travel industry.

One of the strengths of our company has always been our ability to grow our product range and incorporate the latest technologies.

But in order to achieve this, we have to ensure our communication channels are accessible, affordable and easy to use.

We regularly need to communicate with our State, Area and Retail Operations Managers. Whether it's a weekly update or information on new products,, it's vital.

In saying this, regular teleconferencing had become quite costly so saving money on our current bill is always of interest to me. This is where Redback came in.

HOW DID REDBACK HELP TO REDUCE THE COST?

Implementing Redback's Teleconferencing service meant a saving of 36% on our current rates - but this just proved to be the beginning!

We also got access to the bundled web conferencing and that has been so great. At first I was a little skeptical because we all use such a massive range of devices - but we haven't missed a beat.

We all tether from our iPhones and if we need assistance, it's a direct call straight to the Redback local Support Team.

WHAT IS THE MAIN BENEFIT OF WEB CONFERENCING?

The best thing about web conferencing is the fact that you can actually see who you are speaking to.

While this sounds so simple, it has improved the quality of our meetings so much in every department! This is because the meetings are now much more collaborative and engaging which is vital to the continued innovation of our brand.

Moving forward, we are definitely looking at doing much more web conferencing as there is such a growing need for visual communication within our company.

I think it's so important to invest in good communication tools when you have a dispersed workforce like we do.



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WHAT AREAS OF BUSINESS DO YOU THINK WEB CONFERENCING HAS IMPACTED THE MOST?

Definitely our training program. We are looking at conducting a lot more of our training programs online and the Account Management Portal is helping us so much along the way.

It allows us to access all of the web conferencing data in one place and provides us with better transparency at a national level which is really important to the management team.

HOW HAS REDBACK HELPED YOU ALONG THIS JOURNEY?

As I said earlier, Redback provided us with a saving of 36% on our previous rates which has had a huge positive impact on us.

With Redback, we have all the services we need with one provider and all at an affordable price - it doesn't get better than that!

Success is in the stats...



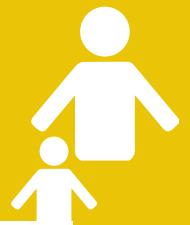
Started using Redback



Solution: Web Conferencing for Online Training



36% saving on previous teleconferencing provider



Benefit: Improved engagement and collaboration in meetings



39 stores across Australia



Use iPhones and other devices to connect

REACHING A REMOTE SALES FORCE



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