

Effective Onboarding Methodology, Coupled with Change Management and Engaging Training Increases Adoption and Boosts Productivity by 100%

Customer: Imagine Communications

Employees: 1,100

Location: 30 countries, headquarters in Texas, USA

WebEx Services: Meeting Center, Training Center, Event Center

Industry: Media, Broadcast and Entertainment

Imagine Communications: Imagine delivers the most advanced IP, cloud-enabled, software-defined network and workflow solutions in the industry.

Meet Me In The Cloud: A Cisco Indirect Channel Partner, WebEx Certified Lifecycle Advisor and a small, woman-owned business.

CSPi: A Cisco Gold Certified Partner with a Master Specialization in Unified Communications.

The Challenge:

Imagine Communications had been using Level 3 Communications for web and audio conferencing for years. Although employees were comfortable with the service, management was concerned about the limited functionality of the Level 3 platform. Screen sharing alone was insufficient for Imagine's business goals and meeting objectives. Conference calls offered no protection against unauthorized access, and the ease in which attendees could actively participate in online collaboration via web and audio was inconsistent.

Imagine's leadership team wanted to deploy WebEx internally to facilitate more efficient and effective online collaboration. Deploying WebEx would be a complex process coordinating with 20 locations worldwide. Employees were resistant to the new platform, and required extensive communication and training to make the change.

The Solution:

CSPi engaged Meet Me In The Cloud (MMITC) to manage the WebEx onboarding process globally and deliver training for their customer, Imagine Communications. With the support of MMITC, WebEx was deployed globally within one month. Shifting from a 100% teleconference business practice to online meetings was a major cultural shift for the company. MMITC placed particular emphasis on educating people on the security benefits of hosting meetings online and the benefits of web conferencing over traditional audio-only conference calling.

The greatest challenge to adoption was overcoming the reluctance of employees to change. The straightforward and thorough training delivered by MMITC enabled people to quickly understand the value and begin using the full range of WebEx features. Prior to the upgrade, 385 employees were using the old teleconferencing system; since the migration, more than 600 employees are using WebEx. Internal teams are now better connected and remain engaged during online meetings, enhancing productivity at Imagine Communications.

"I was thrilled with the quality of service delivered by Meet Me In The Cloud. They were very well prepared for every discussion and in every session. I was always told exactly what they were going to do, and then they would do it. The speed of our deployment was miraculous. Collateral was already written - service in a box. That level of predictability is invaluable in my business."

Tod Turean, Engagement Leader, Imagine Communications

