



Success Story

DemandGen optimizes client and team interactions with an integrated solution

“We couldn’t run our company without these collaboration tools. As an integrated suite of products from a single vendor, they provide value far beyond their individual components.”

David Lewis
CEO

Facts at a glance

Solution Mobile workstyles, collaborative workspaces
Product GoToMeeting, GoToWebinar, OpenVoice
Industry Professional services
Country United States
Website www.demandgen.com



About the company

DemandGen International, Inc., is a team of demand generation experts with industry-leading methodologies used to help clients achieve award-winning results. By leveraging marketing automation, CRM, and related systems, DemandGen understands the needs of its clients to maximize growth potential by improving customer acquisition and expansion. Many of the company’s 85 employees work from home, while others are located in San Ramon, Calif., and seven other offices worldwide.

Challenge

With a distributed workforce and client base, DemandGen needed reliable collaboration capabilities, particularly screen sharing and high-quality audio. “Our consultants are so specialized that we hire people where they live and let them work from home. Flexible working is a core value,” said CEO David Lewis. Client interactions such as project meetings, solution specification discussions and troubleshooting, which involve constant “show and tell,” are primarily conducted online. “We consult on cloud-based systems, so we don’t need to visit client offices.”

Solution

After adopting GoToMeeting and GoToWebinar, DemandGen expanded the collaboration solution with OpenVoice audio conferencing, replacing a competitive product to benefit from working with a single vendor. GoToMeeting with OpenVoice Integrated toll-free calling is heavily used for employee and client collaboration (1,100 sessions per quarter), while GoToWebinar provides a hosting platform for large, company-wide meetings and trainings. OpenVoice audio conferencing is used with GoToMeeting when a dedicated number and exceptional quality are desired.

Benefits

- The integrated solution lowers TCO vs. point products thanks to reduced training, administration and vendor management.
- These technologies, particularly screen sharing, enable DemandGen’s virtual workforce to collaborate and solve problems.
- The GoToMeeting app for iPad enhances flexible working.
- Up to 90% of each client engagement is conducted with GoToMeeting, optimizing DemandGen’s resources.
- GoToMeeting helps DemandGen consultants build strong customer relationships.
- GoToWebinar blends interactivity, such as audience questions and polling, with robust controls to assist presenters at large web events.
- OpenVoice ensures high-quality audio for important client conferences at an affordable cost.