

“The audio integration has been absolutely top quality and has made such a big difference over our previous experience.”

Simon Eldon
Global Infrastructure Manager,
Euromonitor International



 **Problem**

With 1,000 employees spread worldwide, simply scheduling meetings can induce headaches. And **if the online meeting malfunctions mid-presentation?** Migraine city. Such was the plight of market research firm Euromonitor International.



Euromonitor International is the world's leading independent provider of strategic market research. They create data and analysis on thousands of products and services around the world. euromonitor.com

 **Solution**

GoToMeeting solved the frequent audio issues and licensing model restrictions that plagued the company's old meeting tool, said Simon Eldon, Euromonitor's global infrastructure manager.

“There is a real need for us to be able to communicate not only internally but also with clients and prospective clients,” Eldon said. “Having a system that would let us do that efficiently and effectively was a key part of our decision to adopt GoToMeeting. And it's been a big win.

“The interface is easier to use, more intuitive,” Eldon added. “And I'm able to roll out availability to every employee. **GoToMeeting is now a standard part of our work environment**, and the adoption rate has been huge.”

 **Result**



Reduced support requests



Improved sales efficiency



Big cost savings

“We've seen a huge reduction in the number of support tickets about online meetings, and **there's been a lot of time saved for our sales team particularly**,” Eldon said. “As we've educated users on how to use the system efficiently, helping drive a lot of contract employees away from alternatives, we've also seen a significant reduction in the overall cost of VoIP services.”

Want to see how GoToMeeting can help your business close more deals faster?
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