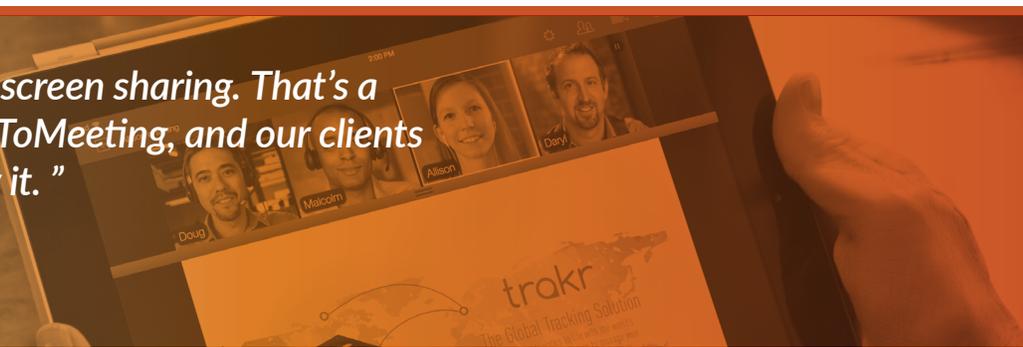


*“The main goal was video and screen sharing. That’s a big portion why we chose GoToMeeting, and our clients have been really happy to try it.”*

Marc Lalande  
Chief Information Officer & Partner,  
Sid Lee Agency



 **Problem**

For Sid Lee, top-shelf deliverables start with the basics. That belief sparked a realization: From strategy session to casual conversation, **every meeting should be a client experience, focused and personal, even when those meetings aren’t actually conducted in person.** With creatives and clients spread around the world, that’s a big number, making seamless communication – across borders and time zones alike – especially key.

**SID LEE**

Sid Lee is a global creative services firm that crafts innovative consumer experiences to drive value for top-tier brands.  
[sidlee.com](http://sidlee.com)

 **Solution**

“In Europe we might have a client that works with Paris and Los Angeles, or one that works with both Los Angeles and New York,” explained Marc Lalande, chief information officer and partner at Sid Lee. “Since we are working with customers globally, it’s very important to have a system that enables that.”

After years of audio-only conference calls, the agency wanted to take its remote meetings to a new level. They dabbled with Skype for Business, but “it was always cutting off, and the quality was not too good,” said Lalande. And after a few unfortunate fits and starts with other tools, including Zoom, the agency finally found its change agent for conferencing: GoToMeeting.

“Our first focus was on cost, but the second was to bring clients another vibe with video conferencing,” explained Lalande. “With audio only, we could be talking 30 minutes, and you could be playing Pokémon Go the whole time, and I’d have no idea. **We want to make sure we’re face to face with clients whenever possible,** and the option to activate a webcam enables that. We started using GoToMeeting recently, and people are just loving it.”

 **Result**



**Reduced costs**



**Better meeting experiences**



**Happy clients and employees**

“We are reducing costs in telecom from dialing in, and it has brought us to another level of quality – it’s been amazing,” Lalande said of the agency’s top takeaways from adopting GoToMeeting.

“We have also been using it for partners meetings, with about 60 people connecting worldwide, and everybody is coming to us saying the tool is amazing. When an IT person receives positive feedback on a tool, that means it’s really good, because usually IT people only get feedback when things are going wrong. **We’re getting great feedback on GoToMeeting, and we’re really happy about it.**”

*Want to see how GoToMeeting can help your business close more deals faster?*  
**Request a demo or call us toll free at 1 888 646 0014.**