



# SUCCESS STORY: SHEAKLEY HR SOLUTIONS

Sheakley provides the right blend of practical and innovative HR and risk management solutions to enhance their clients' businesses while helping them manage costs and maintain compliance. Their solutions give clients the freedom to focus on and grow their core businesses.

## LEARN HOW SHEAKLEY HR SOLUTIONS UNIFIED TRAINING TOOLS BUSINESS WIDE.

### Challenge

**Sheakley HR Solutions**, part of the larger **Sheakley Group**, helps clients outsource their HR and payroll and improve efficiencies so clients can free up time to focus on business growth. Ryan Pappas, the company's training consultant, trains these clients on their software and provides necessary resources and avenues for continuous learning via videos, written processes and webinars. He also supports sales by conducting product demos, as well as creating internal processes and training employees on their systems. Pappas quickly found himself facing a similar challenge to their clients, where he too needed to free up time and increase his own efficiencies. But how do you achieve this when your team is responsible for supporting a fast-growing client base and all internal staff?

### Solution

Pappas started using GoToMeeting on a personal user account and grew to heavily rely on the software for his daily trainings. "I have such confidence in the software. I used to get on 15 minutes before a call to make sure everything was ready to go. But if I get on a minute or two before the call, I'm not worried it's going to crash or it's not going to connect," he admits. When it became apparent that other teams within Sheakley were using different conferencing tools, research began into choosing one single solution. **His trust and confidence in the platform's reliability led Pappas to highly recommend the company select the unified solution of GoToMeeting, GoToWebinar and GoToStage.**

With all teams using one solution, reporting has become much easier. "We can use reporting to look back at how many calls the teams are doing. When you're using different software, it's too difficult to track. Now it's extremely easy

with the click of a button," Pappas says. In addition to the ease of use and readability the reports bring, Pappas also uses it as a way to demonstrate performance. "Last year, I did 375 meetings and webinars, just myself. That's a tool that I've been able to use as a way to capture the work I'm doing and show progress," he explains.

Pappas also utilizes GoToWebinar and GoToStage to support the frequency with which he creates and distributes client trainings. He uses the GoToStage portal to offer pre-recorded training videos and step-by-step guides that clients can access and reference on an as-needed basis.

### Results

Possibly the most important indicator of success for Sheakley so far has been how GoToMeeting and GoToWebinar have positively influenced closed/won business. In fact, **when their sales team schedules a demo of the software, the prospect is 67% more likely to select them if they had completed that key step.**

Sheakley has seen a **drastic reduction in the need for as many onsite trainings, a huge time and cost savings.** "Having that functionality with GoToMeeting and GoToWebinar to do multiple trainings in a day without having to spend a whole day on site, that's huge," claims Pappas.

Also, the ease of use of the solutions has been a huge win for Pappas. "Being a software trainer, I'm always trying to make things easier on our clients. If you can make something user friendly and it can almost teach itself, that is key and that played into a lot of our decisions on GoToMeeting, GoToWebinar and GoToStage."



*"Being a software trainer, I'm always trying to make things easier on our clients. If you can make something user friendly and it can almost teach itself, that is key and that played into a lot of our decisions on GoToMeeting, GoToWebinar and GoToStage."*

- Ryan Pappas, Training Consultant, Sheakley HR Solutions

**Ignite your pipeline and revenue goals!**

Visit [GoTo.com](https://www.logmein.com) for more information or call us at 1-800-514-1317.