CSC shares expertise and services with customers globally.

Using Adobe Connect, leading professional services firm connects employees to current and potential clients, and to each other.
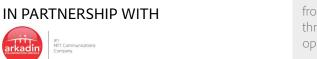
CSC®
CORPORATION SERVICE COMPANY®

"Adobe Connect enables us to deliver more powerful and engaging demos of our corporate solutions."

Elise Brogan, marketing channel manager, CSC

SOLUTION
Adobe Connect

IN PARTNERSHIP WITH

arkadin
COLLABORATION SERVICES
an NTT Communications Company

RESULTS

>1,000%
RETURN ON INVESTMENT

VALUE
Achieved significant ROI from Adobe Connect through new sales opportunities

STANDARDIZE
Adopted standard solution for webinars, sales demos, product training, and virtual meetings

PROMOTE
Improved audience engagement with presentation and learning materials, helping to better promote CSC solutions

RELIABILITY
Dramatically increased reliability for web meeting hosts and attendees

CSC

Established in 1899
Employees: 1,800
Wilmington, Delaware
www.cscglobal.com

Arkadin

www.arkadin.com

CHALLENGES

- Adopting scalable, enterprise-class web meeting solutions to support several business areas and functions
- Increasing audience engagement with product and service offers
- Integrating voice capabilities with virtual meeting, eLearning, and webinar platforms to create seamless experiences

Enterprise-class solutions

As the corporate legal and financial solutions provider to a majority of Fortune 500® companies, CSC (Corporation Service Company) uses best-in-class solutions to enable superior returns on its clients' investments. So it's no surprise that when meeting its own needs, CSC insists on top technologies.

CSC needed a collaboration solution that would support training, virtual meetings, and marketing webinars. The company's sales, demand generation, service, and other teams all needed a way to engage with customers and each other in virtual, "face-to-face" interactions that would enable more personal, meaningful conversations.

Customer-centered sales platform

When CSC began looking for a new collaboration solution, it was focused on ease of use. "With our previous solution, getting customer prospects and even our own employees to join sales demonstrations was complicated," says Elise Brogan, marketing channel manager at CSC. "We needed something more flexible and easy to use."

After evaluating many options, CSC chose Adobe Connect. "Adobe Connect enables us to deliver more powerful and engaging demos of our corporate solutions," says Brogan. "We can communicate rich detail to customers in an interactive environment, without devoting time and resources to travel."

In addition to delivering video and presentation content, Adobe Connect integrated seamlessly with the company's voice solution, streamlining access to virtual meetings. Upon entering a meeting room, participants are provided with dial-in information as well as the option to dial in online—simplifying access and eliminating confusion.

Persistent meeting rooms in Adobe Connect also support conversations between sales teams and customers, allowing participants to jump into a meeting room without having to send new invitations. Additionally, teams can access and present materials on the fly, making impromptu conversations more effective.

"The ease of use that Adobe Connect offers has been the biggest breakthrough in getting teams throughout our company to adopt the solution," says Brogan. "Our previous solution was hard to navigate and didn't enable us to convey the messages we wanted."

From a demand-generation standpoint, Adobe Connect has allowed CSC to quantify and qualify lead volume from marketing webinars. The platform's advanced polling functions and webinar interactivity enable the CSC team to identify the prospects most interested in the company's solutions.

"The Adobe Connect events module provides a simple set of tools for us to create and manage web events."

Elise Brogan, marketing channel manager, CSC

Company-wide advantages

It wasn't long before CSC's managers began exploring using Adobe Connect for eLearning too. The company saw an opportunity to leverage the platform for training larger audiences. Service reps and product engineers were able to consolidate many one-on-one training sessions into a streamlined catalog that better served both the customers and the employees running the sessions.

"The Adobe Connect events module provides a simple set of tools for us to create and manage web events," says Brogan. "Most notably, we can customize event emails and registration pages with branding and tailored messages and images, raising expectations for CSC webinars and eLearning opportunities." Additionally, customizations within the events module can be carried over into future webinars and eLearning sessions, providing a seamless experience for attendees and quick-and-easy setup for the event host.

During webinars and eLearning sessions, CSC's presenters and instructors have embraced the wide range of tools available to increase audience participation. For example, during a recent event, a presenter integrated several chat pods, pre-developed presentation materials, breakout rooms, and 50 different polls to keep audiences engaged.

Additionally, the reliability of Adobe Connect compared to the company's previous solution has helped CSC achieve greater customer satisfaction. "It wasn't uncommon for us to have 10 or more customers struggling to get into each webinar, which dramatically limited our impact," says Brogan. "With Adobe Connect, we rarely, if ever, encounter access issues. Instead, we're constantly coming up with new ways of using it."

Extending value

By partnering with Arkadin and Adobe, the company addressed concerns about scalability, as the partners worked together to help ensure that CSC purchased only what it was going to use now and in the future. "We were wasting money with our previous solution by using integrated voice for every conference for every user," says Brogan. "By customizing voice profiles for each environment—meetings, webinars, and training—with Arkadin and Adobe, we significantly reduced costs and improved our current and future returns." Streaming audio, which does not require participants to dial in, also helps to reduce conferencing costs and improve access to webinars.

"The impact on our business from using Adobe Connect has been dramatic. As we explore even more opportunities to use the solution, we see an unlimited upside potential."

Elise Brogan, marketing channel manager, CSC

SOLUTION AT A GLANCE

• Adobe Connect

Taking advantage of the scalability of Adobe Connect and Arkadin's expertise enables CSC to quickly reach audiences of all sizes. By adopting Adobe Connect for webinars, the company is addressing hundreds of corporate customers to promote all of its products and services. Collaborating with Arkadin also gives CSC immediate support and a direct line to Adobe Connect experts and developers at Adobe.

Considering the cost savings of using Adobe Connect, Arkadin's expertise, and the new sales, learning, and marketing opportunities the company has seen, CSC estimates that its return on investment from the Adobe solution has far exceeded 1,000%. "The impact on our business from using Adobe Connect has been dramatic," says Brogan. "As we explore even more opportunities to use the solution, we see an unlimited upside potential."

For more information
www.adobe.com/products/adobeconnect