



Mindshop Uses WebEx to Harness Talent Globally

Customer and industry

Mindshop, professional services

Cisco WebEx services

Meeting Center

Summary

Melbourne-based consultancy Mindshop needed a cost-effective way to deliver training sessions to clients across the world. WebEx demonstrates the travel time and costs that can be saved by conducting training sessions via web conferencing. Mindshop now has the ability to extend its reach to global markets.

About Mindshop

Founded in 1995 by leading Australian management consultant Chris Mason, Mindshop is a consulting group specialising in strategic and personal development coaching for business leaders and advisors.

Today, the company has a global membership network of hundreds of business advisors, consultants and senior managers located throughout Australia, Europe and North America.

Delivering strategic coaching sessions to clients across the globe can present significant challenges in time and costs. When Australian consulting group, Mindshop needed a way to overcome these challenges and improve its speed and frequency of service, it looked to on-demand online business meetings provider, WebEx.

Its client base is a diverse mix of CEOs from large corporates, senior representatives from global professional service companies such as Ernst and Young and PKF International, and independent business advisors.

Mindshop gives its clients access to a range of powerful online business tools and techniques, regular training, high level coaching support and quality networking opportunities designed to further develop their professional skills and ultimately achieve increased growth, profit and success.

Consultants from Mindshop prepare presentation content across relevant topics focussed on improving business and unleashing personal ability. They then invite the most talented and high profile of members of the company's client base

(businesspeople who are leaders in their field) to lead training sessions, and impart their skills and practical knowledge with other clients. These services are delivered to Mindshop's clients based in Australia, North America and Europe.

The challenge

With a relatively small team of 12 servicing more than 350 clients in different countries, the key challenge for Mindshop was leveraging the most experienced

and successful business advisors from its network and using them as trainers and support coaches in a cost-effective and timely way.

"Mindshop is a family business started by my father in 1995. The strength of our business is in the quality of our global network. Our unique point of difference in the market is our cost-effective strategic support service, utilising well-known industry practitioners, that provides our clients with the right environment to achieve their growth, profit and personal development objectives," said Mindshop CEO, James Mason.

"Harnessing the skills of our most experienced business advisors around the world to train our clients at the very high frequency we desired was proving to be very expensive to the business. It would cost between \$2,000 and \$3,000 per day for our trainers to conduct the face-to-face element of our support services – and this doesn't take into account travel time and costs. As we continued to increase the value of our support service, we needed to look at more efficient ways of giving our clients access to our best people – no matter where our clients were located."

The Solution

WebEx is a leading provider of on-demand applications for conducting collaborative business on the web. Using WebEx, companies can facilitate online meetings, seminars and training sessions in real-time, as well as allowing participants to collectively view and work through documents together online.

Mason first learned about WebEx through

“The WebEx approach to course design and delivery gives us a competitive advantage. With this technology, we can deliver training value to our partners and customers while enhancing our own productivity.”

— Seth Weissman, Director of Training, Dexterra

a client who was using the flexible web-conferencing tool to streamline his business processes.

“This particular client works in the accounting industry and was outsourcing a lot of work to India. WebEx allowed him to streamline his sales process by demonstrating detailed software packages in a real-time meeting environment. When he suggested we use it at Mindshop, I thought, gosh, why haven't we thought of this before?” said Mason.

Before making the decision to use WebEx, Mason took advantage of the WebEx free trial offer to check that the applications suited his business needs. He also compared other web-conferencing offerings. The user-friendly interface and attractive pricing of the WebEx applications were the key selling points for Mason.

Mindshop purchased the WebEx Meeting Center application that provided 10 seats, unlimited meetings and an Events Center for larger audiences, at a total cost of approximately \$1,000 per month.

“It's such a simple, affordable system, and what's really great about it is that our clients don't need to download any special software at the other end to use it,” said Mason.

“Using WebEx, we can now train 40 people, in 5 countries in a 24 hour period.

This is would be impossible without the WebEx platform.”

WebEx delivers its applications over a secure global network, with all session content encrypted. No session content is persistently stored in the WebEx infrastructure, minimising opportunities for invasion or theft of private data and information.

According to Mason, integrating WebEx into the business process was a smooth transition. “We were up and running with WebEx within a week or two of deciding to use the application. The only initial obstacle we faced was with some misperceptions from some our clients – they didn't realise they didn't have to purchase any software at the other end to use WebEx! Once they were up and running, we found people picked it up pretty quickly.”

Feeding innovation across the globe through WebEx

Mindshop now conducts monthly training sessions using WebEx across three different time zones for up to 30 clients at a time. Clients are invited to attend the special coaching sessions using the WebEx automated registration, invitation, reminder and follow-up tools, which work in synergy with Mindshop's existing CRM system. The company's business advisors who present each session launch meetings through the WebEx site and

generally use PowerPoint presentations to conduct the training sessions. Participants can also use the text function that appears on screen to post questions throughout the session.

Leveraging the consultancy's wealth of talented advisors across the world has been the major business advantage Mindshop has enjoyed by adopting WebEx.

“We are a small business moving quickly in a global market and we need to be able to leverage our best people. Using WebEx, we've made huge savings in time – we've probably saved more than \$100,000 from our sales process.

“It's provided a huge saving in time for our clients as well, cutting out travel needs from their end, so it's really a win-win for both parties.

“Importantly, we have been able to greatly enhance our value proposition to existing and prospective clients. The ability to offer our most talented clients to conduct presentations and impart their knowledge with other clients in other countries through WebEx has been a remarkable advantage to us.

“If you're talking about ROI for WebEx, the application has more than paid for itself,” said Mason.

Highlights

- WebEx has enabled Mindshop to save more than \$100,000 from the company's sales and training process
- The consultancy can now train 40 people in five countries in a 24 hour period at a fraction of the cost