



“To be successful and time-efficient, our sales teams need the most current information, and WebEx WebOffice offers us the critical control we need to achieve that end.”
— Melissa Centrella, Marketing Manager for EnvoyWorldWide

EnvoyWorldWide updates sales force/resellers with WebEx WebOffice



INDUSTRY

Software As A Service/Interactive Communications Solutions

SUMMARY

EnvoyWorldWide, a notification service providing personalized, interactive communications on behalf of its customers via wired and wireless devices, uses WebEx WebOffice to keep its sales force and resellers updated with the most recent versions of marketing materials and the latest sales information and statistics.

ABOUT ENVOYWORLDWIDE

Line of Business

Interactive Communications Solutions

Headquarters

Bedford, MA

Number of Employees

50

WebEx WebOffice User Since 2003

Customer Business Profile

EnvoyWorldWide, based in Bedford, MA, provides personalized, interactive communications on behalf of its customers via wired and wireless devices. The company’s highly customizable, automated notification service powers industry solutions, such as NotiFind and Notify Employees from Strohl Systems, OpsPlanner from OpWatch, and the school to home communications solutions offered by Notification Technologies Inc. (formerly PACE). In addition, EnvoyWorldWide notification services support the notification initiatives of more than 110 companies directly.

The solutions’ broad applicability has powered everything from tainted food alerts for the California Department of Health, to recent hurricane warnings to Florida-based policyholders of Unitrin Direct, to outage notifications for numerous utility companies. During the 2003 East Coast blackouts, EnvoyWorldWide delivered 250,000 messages.

The Situation

The business landscape changes rapidly and EnvoyWorldWide’s solutions grow quickly, so the company needed a way to make sure its sales force and resellers always have the most up-to-date versions of marketing collateral containing critical sales information and statistics.

“As a notification service company, our marketing collateral changes frequently. In addition to product updates that are required with each new release, the volume of messages we send per month, our capacity to send messages, and our number of customers is growing rapidly. We needed to make sure that our sales force and resellers have updated materials containing this new information immediately,” says Melissa Centrella, Marketing Manager for EnvoyWorldWide.

The Solution

Since, 2003, EnvoyWorldWide has been relying on its WebEx WebOffice to make sure its sales force and resellers always have the most up-to-date versions of marketing collateral and critical sales information and statistics.

The WebEx WebOffice Document Manager allows EnvoyWorldWide to post the most recent versions of all sales tools — data sheets, white papers, etc. — to an online centralized repository that everyone can access and leverage for consistent messaging.

Discussion Forums and Announcements

EnvoyWorldWide also uses the WebOffice Discussion Forums to share ad hoc information among the 30 people on the company’s sales and marketing teams.

“Deploying WebEx WebOffice to service our partners and our customers lets us provide extensive information with limited time and company resources. It’s a great relationship building tool, as well as a great tool for training.”

— Melissa Centrella, Marketing Manager for EnvoyWorldWide



“The sales reps use the WebOffice Discussion Forums to tell marketing what they’re seeing at trade shows, or what they hear about a competitor while visiting a customer or a prospect. It’s a way to let us know what they’re seeing out there and also to make suggestions for materials that they may need in the field. The WebOffice Discussion Forums is a perfect avenue for the sales people to give timely feedback to the marketing team.”

Besides the Documents Manager and Discussion Forums, EnvoyWorldWide uses the WebOffice Announcement function to post breaking news in the industry to its WebOffice Home page. This includes information on industry mergers and acquisitions, news and press coverage and awards that EnvoyWorldWide receives.

The Benefits

“We’re pushing a lot of material out to our sales force, and the fact that everyone is up-to-speed and educated not only

about our own products, but also about our competitors’, helps the sales reps sell more quickly,” Centrella said.

“The sales reps really love WebOffice. Many of the reps use it as their home page and for new employees, there isn’t a more consistent or impactful way to help them get familiar with the intricacies of our market,” Centrella said.

“One complaint sales people in many industries have is that they feel like they are not connected to their own company headquarters. WebOffice lets our sales reps across the US feel connected to our headquarters here in Bedford, MA. With WebOffice, they’re as informed as anybody here in our home office,” Centrella said.

“It’s great that we can organize everything in one place with WebOffice, without requiring assistance from IT. As a 50-person company, the resource and time savings that WebOffice provides is tremendous,” she added.

Enhancing Partner Relationships

WebOffice has also played a significant role in EnvoyWorldWide’s relationships with its business partners.

Besides deploying WebOffice for its own employees, EnvoyWorldWide has deployed four more WebOffices for its largest business partners and has a fifth WebOffice that is generic for multiple smaller business partners. Centrella says, “Our partners were impressed.”

“Deploying WebOffice to service our partners and our customers lets us provide extensive information with limited time and company resources. It’s a great tool to build relationships, as well as a great tool for training and education,” Centrella said.

With WebOffice, EnvoyWorldWide is providing product training to its partners’ sales reps — offering them release information on products, technical information and RFP support. EnvoyWorldWide also uses WebOffice to provide its partners’ sales teams with sales tools they can download for their prospects — such as data sheets and white papers, etc. “With WebOffice, we really feel like we’re arming them for their sales calls. Our partners’ sales reps need to know as much about our product as their own and they need to have access to that information all in one place,” Centrella said.

“It’s the ability to give both our own and our partners’ sales reps the latest version of our marketing collateral that’s important to us. We could email all these documents, but they change too frequently. We always have new releases, new competitors, new features and new customers. To be successful and time-efficient, our sales teams need the most current information, and WebOffice offers us the critical control we need to achieve that end,” Centrella said.

HIGHLIGHTS

- WebEx WebOffice helps EnvoyWorldWide make sure its sales force and resellers always have the most up-to-date versions of marketing collateral and critical sales information and statistics.
- With WebOffice, EnvoyWorldWide is providing product training to its partners’ sales reps — offering them release information on products, technical information and RFP support.
- WebOffice lets EnvoyWorldWide’s sales reps across the US feel connected to its headquarters in Bedford, MA. With WebOffice, they are as informed as anybody in the home office.
- EnvoyWorldWide sales reps use the WebOffice Discussion Forums to give feedback to the marketing department about what they see at trade shows, or what they hear about a competitor while visiting a customer or a prospect.

