

Conferencing Saves Money



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If it has been a while since you looked at Audio Conferencing as a communications tool for your business it would be wise to see how much it has changed. Some stayed away from it because the cost was deemed to be too expensive (and it was), it meant calling an operator usually the day before to arrange for her or him to make all the connections and then there were always problems with someone getting cut off or poor quality of sound and so on. A lot has changed since those days.

I asked Leonard Landry, Business Systems Analyst for Clearwater Seafoods, what the value of Audio Conferencing was to Clearwater. He said that the managers use it every week to have a meeting with the sales reps. He said it eliminates the cost of accommodation, meals and gas and went on to say that it saves valuable time because it doesn't take the reps out of the field. After a half-hour conference call everyone is back dealing with clients. Leonard went on to say the Investor Relations department uses audio conferencing to interface with their shareholders. Clearwater is a good example to follow for cutting down on telecom expenses while maintaining communications with their key people on a regular basis.

There are a number of companies who offer excellent bridging rates and long distance rates. Once you sign up you can manage everything yourself. There is no need to call an operator the day before to reserve and then wait while they connect

you with your participants at the scheduled time.

The manager sends an email to the reps or clients giving the time for the call and the number with a password. They call in at the announced time and everybody participates. If there is background noise coming from a participant, he or she can mute that caller so that distractions are kept to a minimum.

When the call is completed the manager has access to an immediate report showing who participated, the length of time each person was on the call and the charges for the call.

Web conferencing takes conferencing to another level by allowing the display of a desktop or PowerPoint presentation. This is very useful for sales managers to review monthly sales figures with their reps or for a company to give a product outline to a prospective client who is halfway round the world.

Being situated in Nova Scotia, it can be costly to travel to seminars usually held in Toronto or San Diego or any other large center. Web conferencing, or webinars enable me to keep up to date with the changes in technology and learn about products and services of different companies. I know this may sound contrived but while I am writing this I received an invitation from the Avaya Consultant Educational Series to learn about their emerging software-based IP technology.

Besides being able to view the presentation, participants are free to ask questions or make comments as they go along if that's the way the moderator wishes to run the webinar.

Cost-conscious business owners are making great use of these communication tools to sell their products across Nova Scotia and around the world. There are many companies offering these products.

They make it easier for you to make money and save it too.

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