



# BIG PICTURE BRANDING

## Challenge

Advertising is all about telling great stories. GYK Antler needed a reliable online meeting tool to create and share the stories of their clients. But according to Dustin Ruoff, IT Director, the company's history of online meeting tools was a tale of true frustration. Their first solution, Zoom, led to countless audio issues and dropped calls. Each week, anywhere from 10-20% of employees would submit IT support tickets about problems with Zoom calls. Clients were frustrated too - they would have to deal with a poor connection early on in a call, making the rest of the conversation an uphill battle. They then tried Skype for Business, as it was included in their MS365 package. But the connectivity issues continued across the board. As Dustin explained, "Trying to be frugal and use what we had ended up costing us money." Clients were losing patience, GYK was losing business, and this story was in desperate need of a new ending.

## Solution

Switching to **join.me** gave GYK Antler the simple, reliable solution they desperately needed. The difference was obvious from the start of their 30-day onboarding program - it was easy to learn, easy to use, and above all, reliable.

- **Client Confidence:** Intuitive controls and a reliable connection gives client-facing employees confidence to execute large presentations without technical issues.
- **Easy Rollout:** A simple admin dashboard gives Dustin control over **join.me** user accounts and enables easy rollout to new employees - which is key in a fast-growing organization.
- **Branded Meetings:** The ability to personalize URLs and backgrounds give an added "wow" factor that clients in marketing truly appreciate.

## Results

Senior Brand Strategist John Gaffney put it simply: "We just don't have to worry about **join.me**. It always does what we need it to do, when we need it to do it." And Dustin can back that with his own data, as the number of IT support tickets he gets about online meetings has dropped from **5-10 tickets per week to zero**. **join.me** is doing more than helping GYK Antler tell great stories for brands; it's helping them write new chapters in their own company history.

Visit **join.me** for more information.

join.me  
empowers  
GYK Antler  
to tell brands'  
stories

GYKANTLER

**Industry:** Advertising

**Headquarters:** Manchester, NH

**Number of Employees:** 84

