



# KRUZE CONSULTING SAVES TIME AND MONEY WITH JOIN ME.

## Challenge

In just three years, Kruze Consulting, has grown from a one-woman shop to a nine-employee firm servicing 150 startup clients from three office locations. A key to Founder Vanessa Kruze's success and growth has been staying in close contact with clients, on a weekly and even daily basis. Kruze's high touch approach lets clients know their accounting, finance and human resource issues are being taken care of. But as Kruze grew, in-person meetings to review client data were becoming costly in both travel time and expense. Consultants would spend 2-3 hours in a car for what sometimes was a 15 minute meeting. Vanessa tried online meetings, but found most of the tools on the market were too cumbersome and slow. About half the time, the meeting tool or connection would fail.

## Solution

Vanessa was introduced to **join.me** during a meeting with a vendor, who used **join.me** for an interactive product demo. It was fast, seamless, and easy to use. There was no lag time between what was being said and what was on the screen. Vanessa was sold. Today, everyone at Kruze Consulting uses **join.me** for their day-to-day client interactions and for internal meetings between offices.

## Results

Kruze Consulting continues to grow at a rapid pace – 500% in the last ten months alone – and **join.me** has been a true partner in the company's success. With **join.me**, Kruze has:

- **Increased productivity** – rather than traveling 10+ hours each week to clients for brief financial reviews, consultants hold client meetings online, at any time.
- **Lowered travel costs** – as the company has established offices in Chicago and New York City, Vanessa has used **join.me** to keep in close contact with her teams there – without having to regularly fly coast-to-coast.
- **Strengthened client relationships** – Kruze consultants are able to interact with clients on-the-fly, on a daily basis.

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



**Industry:** Startup Accounting, Startup CFO Services

**Headquarters:** San Francisco, CA

**Number of Employees:** 9

*"We consider join.me an essential tool for our business, and use it daily to interact with our clients and with each other. I don't know how we'd run our business without it."*

– Vanessa Kruze, Founder & CEO, Kruze Consulting

