DRIVING SALES MEETING SUCCESS – SAVING OVER 50% ON TRAVEL COSTS ANNUALLY.

Challenge

Phocas Software is a business intelligence software company with offices in Australia, the UK as well as the US. With a workforce of 150, Phocas Software was finding as sales opportunities increased, the sales staff was spending an increasing amount of time travelling to meetings."Traditionally we sold the product through setting up meetings, going to see the client, and demonstrating the software, but with high travel costs associated with this sales style, we didn't want to increase these costs as our sales rapidly increased," said Rick Toepfer, Managing Director. To reduce the increasing travel costs – which were around $250,000 per year for the sales team – Phocas Software introduced web-based meetings as a way of demonstrating the software. They needed a solution that would:

- Reduce travel costs as sales calls increased
- Allow clients and customers to easily log on to meetings
- Reduce technology issues that disrupted and halted the sales meetings

Solution

To solve these issues, Phocas Software deployed **join.me** within the Australian sales-based offices. "We found using **join.me** supported our point of difference as a business, which is speed and ease of use; so the ability to quickly demonstrate our solution and the clients seeing the results instantly, is a big deal for us," said Toepfer. **join.me** is easy to deploy, easy to use, offers crystal-clear resolution rates and provides simplified scheduling capabilities.

Results

By deploying **join.me**, Phocas Software has been able to scale its business without increasing head count. The 60 percent reduction in travel time has delivered significant productivity gains for the sales team, and has allowed the volume of sales to increase with the existing sales force.

- Reduce travel costs by 50%
- Increase sales volume by 30%
- Increase sales productivity by 130%

"For us the user experience is of utmost importance – our customers love our product because the interface is so easy to use and fast. Now using **join.me** to showcase and demonstrate our software, the experience is interlinked as the whole experience is really simple and hassle free, letting the team focus on our solution and benefits."

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

Industry: Information and communications technology (ICT) services

Headquarters: Sydney, Australia

Number of Employees: Approx 150 across Australia, United Kingdom and United States of America

"join.me has exceeded our expectations. We have been able to reduce our travel costs by 50 percent annually, while at the same time increasing our sales volume by 30 percent."

– Rick Toepfer, Managing Director – Australia, Phocas Software