

Manufacturer Closes More Sales with Online Events

Brüel & Kjær uses online meeting applications to maintain top-of-mind awareness across global customer base.

Executive Summary

Customer Name:

Brüel & Kjær

Industry:

Manufacturer and supplier of sound and vibration solutions

Location:

Nærem, Denmark

Number of Employees:

800

Challenge:

- Deliver year-round series of online educational events to global customers and prospects
- Reinforce industry leadership position by showcasing products and expertise
- Offer value-added service to develop leads and strengthen existing customer relationships

Solution:

- Web-based application provides stable, cost-effective global event access
- Scalable technology easily accommodates sharp increase in usage
- Registration tracking allows sales team to easily pursue highly qualified leads

Results:

- Created long-term strategy to engage customers at significantly lower cost
- Achieved top-of-mind awareness while virtually eliminating need for advertising
- Enabled sales teams to pursue active qualified leads and close deals much more quickly

Challenge

Brüel & Kjær is one of the world's leading manufacturers and suppliers of sound and vibration measurement apparatus. With customers in a variety of industries, Brüel & Kjær produces meters, microphones, acoustics systems, software platforms, and other tools used in tasks that range from measuring traffic noise and car engine vibration to evaluating building acoustics and performing quality control. As part of Spectris, a U.K.-based precision instrumentation and controls company, Brüel & Kjær operates offices in more than 70 countries, with North American headquarters in Norcross, Georgia.

Since the company's founding in 1943, Brüel & Kjær has been at the forefront of not only acoustics research and technology, but customer education and training as well. "We have a long tradition of helping our customers understand our products and how they work," says Shannon Moore, marketing coordinator at Brüel & Kjær. "The company has more than 65 years of experience in the business of sound and vibration, so people trust our expertise. They look to us to keep them informed about our products and the industry as a whole."

Historically, as part of its education efforts, Brüel & Kjær offered in-person training sessions. Each meeting could cost up to US\$4000 and demanded considerable investment of time and money for attendees. To reach a wider audience while controlling costs, Brüel & Kjær decided to offer free, web-based education events. "We wanted to make it easier for our global customers to take advantage of the support and education we provide," Moore says. "To do that, we needed an intuitive technology that we could use to deliver educational content worldwide, a move that would not only allow us to demonstrate our industry expertise, but also give more customers the support and knowledge they need to be successful."

Solution

Brüel & Kjær has been using Cisco WebEx™ solutions for nearly a decade, and the technology has become an integral part of the company's operations since it was first implemented in 2000. "We started using WebEx technology almost 10 years ago, and since then we've hosted thousands of online meetings and events without any difficulty," Moore says. "We really love the technology, so we see no reason to consider another solution. With one click, customers located anywhere in the world can enter an event and immediately get the information they need. We pride ourselves on offering innovative, intuitive products, and by using WebEx solutions, we can demonstrate our commitment to providing powerful, easy-to-use technology in every aspect of our business."

Moore has also discovered additional WebEx® features, such as registration tracking, that have enabled her to develop a simple and straightforward process for managing twice-weekly education sessions. "I post the year-round schedule, our experts log in to their WebEx accounts and teach their course for that day, and I can track registration to see who attends our events," Moore says. "With WebEx solutions, the entire process of running a session, from setting up the event to following up with attendees after the meeting is over, is incredibly easy."

Even more importantly, Moore can use the attendee information that she captures with Cisco® WebEx technology to deliver new leads to the Brüel & Kjær sales team. “Using WebEx features, I can determine what products and technologies our customers are interested in,” says Moore. “Then I generate lists of names and send them to the sales team on a weekly basis. Now, instead of having to make cold calls, our salespeople get qualified leads, and with WebEx Meeting Center, they can give customers online demonstrations to close sales. Our sales team loves WebEx technology because it gives them extremely valuable tools and information that make the entire sales process faster and easier.”

Demand for the company’s web-based education events has increased significantly since the program was launched. In fact, Moore’s colleagues at the company’s international headquarters in Denmark have adopted her model for online events and have started to host their own sessions, a development that has increased demand even more. “We use voice over IP (VoIP) technology in about 70 percent of our WebEx events and meetings, which translates into about 20,000 VoIP minutes per month,” says Moore. “Recently, the use of our VoIP minutes more than doubled in the span of a single month, but the system didn’t slow down at all. WebEx connectivity and availability remain stable despite the large number of events we host and the heavy demands that users put on the technology.”

Brüel & Kjær also uses WebEx Support Center to provide remote customer support, allowing the company to offer complete end-to-end customer service. “From prospecting with online events to delivering product demonstrations to offering remote support, WebEx technology helps us meet customer needs at every point in the engagement process,” says Moore.

“With WebEx solutions, we can nurture active accounts while continuing to generate qualified leads. Our sales team is better equipped to execute strategies that are much more targeted and effective.”

— Shannon Moore, marketing coordinator, Brüel & Kjær

Results

Since Brüel & Kjær started its online education program nearly 10 years ago, Cisco WebEx technology has become a core part of the company’s long-term marketing strategy, allowing Brüel & Kjær to offer a value-added service for maintaining frequent customer contact and strengthening its position as an industry leader. “Our customers love our online events. We get a constant stream of positive feedback,” Moore says. “With WebEx events, we can maintain top-of-mind awareness across our global customer base, and we can demonstrate that we’re always available to provide support and share our knowledge. It’s a solution that makes us look good from every angle.”

The company’s WebEx events have been so effective at generating awareness that Moore has nearly eliminated print advertising. “I love WebEx technology because it makes my job so much easier,” she says. “Our online sessions already reach so many customers and prospects that I don’t have to mail product announcements or advertise in publications. By using WebEx solutions, I can get in front of my best customers with our newest product information basically for free. The technology is a wonderful investment that saves a tremendous amount of money that would have been spent trying to create interest. It makes other marketing efforts virtually unnecessary.”

WebEx solutions have not only helped Brüel & Kjær save money on advertising, but have also made it possible for the company to offer more events while significantly lowering expenses. “Since each onsite session costs up to \$4000, it would cost as much as \$400,000 annually to accomplish what we’ve accomplished with twice-weekly events online,” says Moore. “Without WebEx technology, it would simply be cost-prohibitive for us to engage with prospects and customers as frequently as we currently do.”

In addition to lowering costs, Cisco WebEx solutions have helped Brüel & Kjær employees complete more sales. “Because we can use WebEx technology to create lists of high-quality leads, our sales team can close sales more quickly,” Moore says. “Some of the people who attend our education events have been customers for 20 years, while others are still university students who might be years away from making a purchase. With WebEx solutions, we can nurture active accounts while continuing to generate qualified leads. Our sales team is better equipped to execute strategies that are much more targeted and effective.”

Next Steps

In the future, Brüel & Kjær plans to move even more of its onsite training sessions online and has started to explore a paid model for web-based education content. The company also hopes to offer longer presentations as well as recordings of past education sessions. “We’ve been using WebEx solutions very successfully for many years,” Moore says. “We’re confident that this technology will continue to meet our needs far into the future.”

For More Information

To find out more about Cisco WebEx, go to <http://www.cisco.com/web/products/webex/index.html>.

Product List

Cisco WebEx



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