

Firm Qualifies More Client Leads with Online Meetings

Summary

Customer Name:

Kinetic Securities

Industry:

Brokerage and financial services

Location:

Sydney, Australia

Number of Employees:

50

Challenge:

- Keep clients up to date on latest service offerings and updates to online trading platforms
- Reduce cost of travel to client sites and schedule meetings more flexibly
- Improve client service by providing rich, interactive online meeting experience

Solution:

- Robust video capability provides face-to-face meetings with clients and prospects
- Strong security features protect confidential client financial information
- Easy-to-use support materials allow staff to self-train and utilize advanced features

Results:

- Qualified 25 percent more client sales leads
- Reduced travel costs by 30 percent while meeting with clients more often
- Gained competitive advantage by communicating with clients more frequently and effectively

Kinetic Securities uses web-based technology to qualify 25 percent more leads while cutting travel by 30 percent.

Challenge

Kinetic Securities is a stock brokerage and advisory firm, specialising in equity trading, derivative trading, commodity futures, index futures, and other market transactions. Based in Sydney, Kinetic Securities initially focused on developing share and derivative strategies for the Australian Stock Exchange, but the firm now offers a team of experienced analysts and brokers who advise clients across all major asset classes and international markets. The firm's strong relationships with many leading financial institutions in Australia also help give its clients access to a wide range of financial tools.

As Kinetic Securities has grown, the firm has made it a priority to keep clients informed about the company's latest service offerings and changes to their online trading platforms. "Our business model is based on providing clients with timely information so they can make the best, most informed investment decisions," says Jay Pace, private client advisor at Kinetic Securities. "We measure our success by the success of our clients, so we want to make sure that our advisors are available to help clients whenever they need guidance."

To keep clients informed, Pace and his team found that face-to-face meetings were more effective than emails or phone calls, but scheduling onsite meetings was time consuming, and traveling to meet with clients was expensive. "Constant phone calls are costly, emails are confusing, and organising a time, date, and venue that suits everyone for meetings is often a problem," says Pace.

After hearing about other companies that had utilised online meeting solutions, Pace began looking for an application that the firm could use to improve Kinetic Securities' client service and business processes. "We needed a technology that was as rich and interactive as meeting with someone face-to-face, without the cost and hassle of actually meeting in person," he says.

Solution

When Pace and his team began looking for a web-based meeting solution, they explored several applications but selected Cisco WebEx™ technology based on its user-friendly interface and reliability. "We tested WebEx solutions to see how they would function, and after a brief trial period, we were convinced that the technology would be an excellent investment," says Pace. "WebEx technology is reliable and offers sophisticated features that are easy to use, making it the perfect solution for our needs."

Because Kinetic Securities handles sensitive financial data, finding a solution that was highly secure was also a key concern for Pace. "We have to be 100 percent sure that our clients' financial information is protected 100 percent of the time," he says. "WebEx technology features a reliable, protected server system, so we're confident that client data is always safe."



Other WebEx® features, including polls and video, have helped Kinetic Securities enhance the online meeting experience. “The ‘wow’ factor of WebEx video is great. It personalises customer engagement, and I love that we can be on hundreds of desktops simultaneously,” Pace says. “The ability to conduct online polls is another one of my favourite features. The instant results allow us to identify issues and topics that meeting participants find interesting, then address those issues in real time.”

Kinetic Securities also uses Cisco® WebEx solutions to train clients on how to use the firm’s online trading platforms. “Some of our clients have limited computer knowledge, but after a quick WebEx session, they have the skills and the confidence to trade online,” says Pace. “With WebEx technology, we can thoroughly educate new and existing clients at a very low cost.”

Not only can Kinetic Securities train clients to use WebEx technology quickly, but the firm’s staff can also use WebEx support materials to teach themselves how to use all of the technology’s robust features. “The WebEx online tutorials are terrific. Most of us find WebEx solutions so easy to use and self-explanatory that we rarely need to refer to a tutorial, but it’s great to know they’re there if we need them,” Pace says.

“Using WebEx technology, we’ve been able to qualify 25 percent more leads and convert more prospects into clients.”

— Jay Pace, private client advisor, Kinetic Securities

Results

Since deploying Cisco WebEx solutions, Kinetic Securities has been able to communicate with current and prospective clients more frequently, improving existing relationships and building new business for the firm. “WebEx solutions allow prospects to see us, hear about what we do, and learn about what we can offer them,” says Pace. “Using WebEx technology, we’ve been able to qualify 25 percent more leads and convert more prospects into clients.”

WebEx technology has also helped Kinetic Securities reduce travel expenses by a significant amount. “Traveling to meet with clients usually means having to spend money on flights, accommodations, cabs, lunch meetings, and other expenses,” says Pace. “Now that we use WebEx solutions to hold weekly online client events, we can be more selective deciding when, and if, we need to travel. In fact, WebEx technology has allowed us to cut our travel spending by 30 percent.”

By allowing brokers to meet with clients more frequently, Cisco WebEx solutions have also allowed Kinetic Securities to offer enhanced client support services that differentiate the firm from its competitors. “Many of our competitors offer the same services that we do, but WebEx technology helps us answer more client questions more effectively, building their confidence and helping them become more active traders,” says Pace. “WebEx technology has certainly helped us stand out in what is already an extremely competitive arena.”



Next Steps

In the future, Kinetic Securities plans to continue Cisco WebEx solutions to communicate with clients and will also explore additional WebEx offerings and capabilities. “WebEx solutions have become an integral part of our business,” says Pace. “The technology has revolutionised the way we interact with clients, and we’re looking forward to utilising more of its capabilities as we continue to grow.”

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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San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

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