



# Meeting with Success

Bring Immediacy to Business Relationships with Business-Quality Video



## People Working Together Can Achieve Extraordinary Things

They can achieve ambitious goals while also strengthening personal and business relationships. That's why businesses around the world use Cisco® business-quality video solutions. Employees, partners, and customers can come together at critical moments in projects, decisions, and engagements. As a result, people are consulting in real time and reviewing work together. They're improving sales results. And they're doing it while saving their organizations time and money.

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## Real-Time Interaction Means Faster Sales

### DVB Bank – Frankfurt, Germany

Last year, DVB Bank helped clients finance acquisitions; increase stakes in existing holdings; and finance new trains, buses, and aircraft engines. Though employees are located around the world, they can quickly find colleagues, get answers, and share documents in real time.

Presence status and instant messaging let bank employees see if a colleague is available so they get an answer in seconds. No more long voicemail or email messages. Companywide meetings and trainings are easy with videoconferencing, and recordings make the experience available to people who couldn't attend in person. And bank employees can meet face-to-face from the office, their PCs at home, or while traveling.

*"You can discuss more information, review presentations, and share your desktop, so it's much more interactive than just speaking on the phone."*

–Monika Ritter, Human Resources Specialist, DVB Bank

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## Close Teamwork Across Faraway Places

### Thiess – Brisbane, Australia

Australia's leading construction, mining, and service contractor builds vital infrastructure across Australia and the larger Asia-Pacific region. Because locations are often remote and team members are based in multiple places, travel is time-consuming. Yet these large, complex projects demand close teamwork and scrutiny of every detail.

Business videoconferencing makes a tremendous difference to project timeliness and quality. A major seawater desalinization project is managed from Thiess's Melbourne office and from multiple temporary project offices along the 85-kilometer pipeline. Design engineers in major cities meet with construction engineers in the field through videoconferencing, resulting in stronger relationships and higher effectiveness. Reducing travel helps team members stay productive, and experts can regularly collaborate with teams, regardless of location, to accelerate project delivery and reduce costs.

*"Seeing other people on the team has helped build rapport within geographically distributed teams. The ability to see body language improves communication and understanding, thereby increasing efficiency while decreasing duration."*

–Brad McGinn, Senior Network Architect, Thiess

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## Perfect Timing Accelerates Sales

### Nationwide – London, United Kingdom

With 700 branch offices and 400 specialist mortgage advisors, meeting with a Nationwide advisor usually required an appointment. But the financial firm prides itself on being easy to do business with. When the company connected customers with mortgage specialists using business-quality video, customer satisfaction skyrocketed, and sales increased by two-thirds. Customers meet with mortgage specialists in real time to review documents and mortgage choices. They also receive printed documentation for signature.

Ninety-three percent of customers surveyed said the video meetings were an excellent or good face-to-face meeting replacement and they valued not having to wait. More than one-third said they would have considered going to another provider if they had not been able to get a Nationwide appointment immediately.

*“Business video helped us improve customer satisfaction and staff efficiency while increasing mortgage sales. The business case in favor of the Cisco solution stacked up quickly.”*

**–Andrew Nation, Senior Manager, Future Customer Outcomes, Nationwide**

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## A Connected Staff Delivers More Immediate Patient Care

### Park Nicollet Health Services – St. Louis Park, Minnesota

While Park Nicollet is known for having high patient satisfaction ratings, that doesn't stop it from looking for ways to improve. When it opened a new clinic, Park Nicollet implemented voice and video collaboration capabilities that allowed doctors, nurses, and clinicians to collaborate anywhere using any device. Now, staff can quickly determine if colleagues are available and collaborate instantly. With a click, they can use instant messaging, make a phone call, start a videoconference, or join an online meeting.

The staff can serve patients better by providing more services in a single appointment. They're saving time by offering innovative care options such as telemedicine, offsite therapy sessions, and remote consultations with pharmacists over video. Of course, the ultimate goal is to make the staff's jobs easier so they can spend more time with patients. It's working.

*“Cisco collaboration tools are helping us enhance and redirect time back into patient care. When we hear from our users that technology has made their lives easier, we know we've succeeded.”*

**–Julie Flaschenriem, Chief Information Officer, Park Nicollet Health Services**

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## Closing Sales Faster While Saving Money

### Raymond Handling Concepts – Fremont, California

Raymond Handling Concepts provides advanced material-handling systems, service, parts, and rentals. Approximately 225 employees service customers across eight western states, so communication is critical. An old phone system was continually failing, leaving conference calls hanging in midsentence. That all changed with a cloud collaboration service that brought voice, video, collaboration, and conferencing tools together. Now, mobile employees collaborate from anywhere using laptops. It's especially great for sales executives, who now get quotes in minutes instead of waiting 24 hours or longer. Office workers make phone and video calls at their desks.

As a cloud-based service, these capabilities come at less than 20 percent of the cost of a new voice system and the associated IT resources needed to manage it. And communications has become a predictable operational expense.

*"Sales people usually get price quotes in minutes instead of waiting 24 hours or longer. The collaboration service is improving profitability by helping us close sales sooner."*

–Richard Johnston, IT Manager, Raymond Handling Concepts Corporation

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## More Efficiency? Let Us Show You How It's Done

### U.K. Department of Health – London, Leeds, United Kingdom

When the U.K. Department of Health had to squeeze more efficiency from processes and reduce costs, it increased its use of videoconferencing. An upgrade to business-quality video now supports meetings in redesigned conference rooms. Employees can meet using video at their desks. The department slashed travel costs and even found a new opportunity. With budget constraints, the agency cannot rent large venues for events. Instead, it connects local speakers and audiences with remote experts from almost anywhere. No space rental required. Sessions are automatically recorded, stored, and tagged for easy content retrieval. No video and sound crews needed. That equals more savings. And system usage doubled while delivering a return on investment in just three weeks.

*"The video suites are very high quality and easy to use. They allow meetings with a face-to-face experience, which hugely cuts down on travel while speeding decision making."*

–Neill Goulder, Head of Workplace Operations, U.K. Department of Health

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## Fast, Fully Connected, and Face-to-Face

### Genuine Health – Toronto, Canada

The CEO of Genuine Health firmly believes in the value of face-to-face meetings—especially with customers. But how do you facilitate in-person meetings when employees are located across Canada and the United States and more than 30 percent are mobile? Genuine Health found an easy way to deploy, manage, and deliver collaboration capabilities to every employee.

Employees have instant messaging, presence, voice, video, voice messaging, desktop sharing, and conferencing—anywhere they happen to be. Access corporate voicemail from email or a smartphone? No problem. Meet face-to-face with colleagues? Simple. In addition, the company expects travel costs to decrease by 30 percent. Best of all, people respond faster, have more complete conversations, and are more engaged.

*“The use of video is standard on almost every call now. It’s easy for our employees to escalate an instant-messaging conversation to a voice- and videoconference and share their screen.”*

—Sandro Ragona, Director of Finance and IT, Genuine Health

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## Engaging Employees Across...Anywhere

### Turkcell Group – Istanbul, Turkey

Scheduling meetings among employees in Turkcell’s five Istanbul offices is challenging. Time spent traveling could take up to three hours. Add meetings between Turkcell employees in 25 cities across four countries, and it becomes even more difficult. With video collaboration, employees meet in person from conference rooms, an office, their own computers, or even a mobile device. The new system is so easy to use that employees began using it without any training. Now when Turkcell employees come together, they launch new service offerings and marketing programs in less than half the time. They reclaim about 70 hours daily by avoiding trips between Istanbul offices. Best of all, they’re continually finding new ways of gaining a competitive edge through video.

*“We can generally schedule a meeting for employees in different offices, cities, and countries in one week instead of waiting two or three weeks. As a result, we are launching new service offerings and marketing programs in less than half the time, increasing our competitive advantage.”*

—İlker Kuruöz, Chief Information Officer, Turkcell Group

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## What Can You Do with Business-Quality Video?

Use video to accomplish what you'd prefer to do in person—but can't. Whether you need to interview a promising job candidate across the country or meet with people in multiple countries in one day, Cisco business-quality video is changing meetings and collaboration in positive ways for customers. As a result, customers are saving time, increasing sales, reducing costs, and improving customer satisfaction. We can do it for you too.

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