

GET SATISFACTION COLLABORATES



using **GOTOMEETING WITH HDFACES**



GET SATISFACTION CEO
WENDY LEA

Headquartered in San Francisco, Get Satisfaction helps companies turn customer conversations about their products and services into engaging social experiences throughout the customer lifecycle, leading to resolution, advocacy and insight.

Companies of all sizes, such as Intuit, Kellogg's and Sonos, rely on the Get Satisfaction customer community platform to reduce support costs, acquire new customers, and drive product innovation. Get Satisfaction powers 70,000 customer communities hosting more than 35 million consumers each month.

“GoToMeeting helps us connect, not just to the words but also to the emotions of the person on the other side of the meeting.”

Wendy Lea CEO
www.getsatisfaction.com

The challenge: enhancing customers' success with a novel technology

Community management is a novel area for the majority of Get Satisfaction's customers. “Because this is so new, a big part of our value proposition is giving customers an understanding of the platform and a sense of comfort that we know what we're doing and can provide the expertise they need to be successful,” Doug Nugent, vice president of customer success, explained. “We are constantly striving to build a relationship with our customers so they view us as a trusted adviser, and also to give them best practices so they can confidently deploy their community.”

Adding to the challenge, there are usually many different groups within a customer organization — from product developers to marketing teams to support staff — looking for value. “It takes a lot of engagement with our customers, a lot of discovery, a lot of analysis to make sure we're giving them the things they need to be successful because it can vary so much,” said Nugent.

“Our customers are in the vanguard,” added Scott Barmmer, vice president of sales. “That means our sales teams often have to spend extra time evangelizing the platform and building trust. To avoid loss of productivity from in-person meetings, we needed a way to interact virtually with customers at an early stage in the sales cycle.”

From a business perspective, Get Satisfaction was looking for new ways to enhance employee collaboration across dispersed offices and extend its reach to global customers and partners. According to CEO Wendy Lea, “People don't get excited about email communications. To support our core philosophy of collaboration and the importance of the human element, we wanted a richer, more powerful way to engage with people internally and externally.”

GoToMeeting with HDFaces genuinely connects people to people.

At a strategic level, Get Satisfaction adopted Citrix GoToMeeting with HDFaces video conferencing because it reinforces the human interaction that is at the heart of the company's customer engagement platform. “Our products are perfect together. They both allow the human experience to come forward,” said Lea. “GoToMeeting helps us connect, not just to the words but also to the emotions of the person on the other side of the meeting.”



GoToMeeting
by CITRIX

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Scott Barmmer
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GoToMeeting with HDFaces, enhanced by HiDef Corporate audio conferencing from Citrix Online Audio, provides multi-faceted interaction through robust and reliable video, voice and screen sharing. “The old way of sending out a document or getting on a conference call was okay, but now we have the ability to get a high-quality voice line — which makes a big difference — and quickly share a screen with the customer and use the video component,” said Nugent. “Overall, this solution increases the quality of the engagement.”

The customer success team uses GoToMeeting with the HiDef Corporate solution many times each day to launch new customers, manage implementations and work with existing customers that are trying to get the most out of Get Satisfaction’s applications or learn more about community on an ad hoc basis. “We often receive impromptu emails saying, ‘Hey, we’ve got an issue that we need your help resolving,’ or, ‘Strategically, we can’t decide what to do here,’ and it’s great to be able to send a link or direct the customer to the GoToMeeting website to launch a meeting — they’re in instantly,” he explained.

The sales organization uses GoToMeeting for nearly all initial interactions with prospects, which come mainly from inbound leads. “By spinning up a meeting and using HDFaces, we get almost all the same benefits of getting together in person — with much higher productivity,” Barmmer said.

“We use the Citrix solution to quickly establish trust in the mind of our potential buyer,” he continued. “In the old days, we’d talk on the phone. But now, by using GoToMeeting with HDFaces, we’re connecting in a completely different way. Prospects are willing to listen to the advice we’re giving them and, I believe, accepting it in a much richer way because we can see eye to eye from the first time we communicate.”

Collaboration supports outside-in approach.

According to Nugent, customer interactions are a two-way street. “We use GoToMeeting with HDFaces to engage with our customers and educate them. However, often those engagements supply valuable feedback on what we could be changing, whether it’s features in the application or services we deliver. It’s what our CEO calls the outside-in approach, which emphasizes the transition from collaboration as an internal process among employees to a more social, external process.”

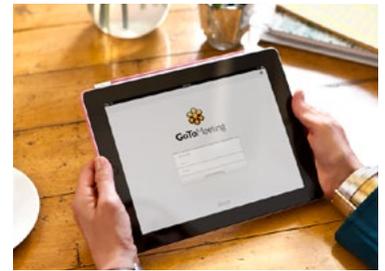
Mobility drives strong business growth.

The ability to initiate and participate in GoToMeeting sessions on mobile devices is extremely valuable to the sales organization. “We run the gamut, from large transactions with big companies to multiple, fast transactions with small to mid-size companies,” said Barmmer. “Sales reps that manage smaller companies spend a lot of time in the office, but the ones dedicated to our larger



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accounts spend most of their time with the customers. So to participate in additional transactions or to build a deeper relationship with a customer, they need to be mobile.

“For example, if they’re trying to sell more to an existing customer, they need to be able, at a moment’s notice, to launch a GoToMeeting session with our technical team back in San Francisco or our customer success managers or our engineering team out of Austin. If they couldn’t start that meeting from a mobile device, they’d have to defer it until they got back to the office. Without GoToMeeting, we’d lose momentum and the opportunity to have the conversation.”

“GoToMeeting with HDFaces allows the human experience to come forward, just as Get Satisfaction’s platform does. The combination is very powerful and will be critical to extending our reach around the world. I believe we could not take on the next stage of business growth without a tool as powerful as GoToMeeting,” Lea concluded.

Key benefits

- Builds deeper customer trust in an emerging technology platform
- Facilitates gathering customer feedback via face-to-face collaboration
- Accelerates the sales cycle
- Supports global expansion

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