



**XOP**Networks

# **Use of Audio and Web Conferencing in Different Verticals**

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*An XOP Networks White Paper*

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**EXECUTIVE SUMMARY**

The simultaneous use of audio and web conferencing is known as Digital Collaboration. More and more organizations are adopting the use of these applications in conducting their business. Mostly Digital Collaboration is used to reduce unnecessary travel, improve employee productivity, and improve business efficiency. This paper provides a list of common use cases in different vertical markets.

## GENERAL BUSINESS

1. Conveniently hold meetings between divisions.
2. Review budgets via data collaboration during conference calls.
3. Convene out-of-state personnel for meetings.
4. Conduct contract negotiations and update documents in real time.
5. Interview out-of-area candidates for open positions.
6. Meet associates from around the world.
7. Work at home/telecommute.
8. Conduct classroom training sessions without leaving your office.
9. Effectively manage off-site crises.
10. Conduct monthly staff meetings.
11. Provide new business updates to company personnel.
12. Engage in brainstorming sessions.
13. Address employees at company-wide special events.
14. Build an effective “at-home” work force.
15. Negotiate international business agreements.
16. Meet with distant “merger personnel” in an instant.
17. Link manufacturing and engineering facilities to quickly resolve issues.
18. Avoid traveling in inclement weather while avoiding the need to cancel meetings.
19. Allow international offices to participate in staff meetings.
20. Enable visiting clients to include their home office in meetings.

## SALES & MARKETING

1. Discuss pricing strategies with key personnel.
2. Conduct product training sessions.
3. Discuss strategic elements of marketing campaigns that require immediate development.
4. Convene “focus group” conferences.
5. Hold sales meetings on national accounts with regional offices.
6. Introduce products to the media.
7. Conduct sales seminars from the home office.
8. Bring a top-notch consultant into a press conference.
9. Discuss “hot leads” with sales personnel immediately.
10. Quickly communicate special reports with market data.
11. Discuss new sales strategies with regional distributors.
12. Discuss new product applications.
13. Rehearse business presentations with senior, out-of-town management.
14. Gain company-wide input on new product packaging designs.
15. Conduct sales motivation presentations.
16. Discuss customer satisfaction with products.
17. Discuss new product brochure layouts with regional offices.
18. Review product upgrades with customers.
19. Receive initial sales force reaction on preliminary product specifications.
20. Discuss new press kit design.
21. Discuss new company logo alternatives.
22. Brief international sales force on foreign cultures and business practices.

23. Discuss marketing collateral with international managers.
24. Include senior level management in new business presentations.
25. Discuss and approve new product fact sheets with managers at remote locations.
26. Meet more frequently with territory sales representatives.
27. Quickly keep customers informed on changes and updates to products.
28. Obtain regional office input on new direct mail campaign.

## **PROJECT MANAGEMENT**

1. Coordinate project management tasks among various teams.
2. Collaborate on engineering drawings.
3. Meet with R&D and marketing to discuss project status without the need to travel.
4. Allow technical support personnel to assist with customer issues remotely.
5. Quickly convene product experts for solving customer issues.

## **LEGAL**

1. Conduct lawyer/client reviews without inmates leaving cells.
2. Conduct legal deposition reviews.
3. Bring specialized lawyers in on a case without incurring travel costs.
4. Use for mediation between groups

## **MEDICAL**

1. Consult with physician or other healthcare provider.
2. Conduct gatherings among isolated hospital patients and family members and friends.

## **BANKING/BROKERAGE**

1. Convene immediate meetings with brokers to discuss marketing conditions.
2. Meet with loan applicants.
3. Address a shareholders' meeting without being present.

## **EDUCATION/TRAINING**

1. Guest lecturers can address students remotely – from anywhere in the world.
2. Conveniently conduct teacher/parent conferences.

## **HUMAN RESOURCES**

1. Provide relocated employees with information regarding new communities.
2. Conduct preliminary on-campus job interviews with graduating college students.
3. Tutor students unable to attend school.

4. Address students in class as a guest lecturer.
5. Speak with students about your business and industry.

## **REAL ESTATE**

1. Discuss housing markets with real estate agents.
2. Negotiate closings on properties.
3. Discuss locations for new regional offices.
4. Discuss interior and exterior office designs.

### **Want to Learn More?**

For more information, please visit our Web site <http://www.xopnetworks.com>

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