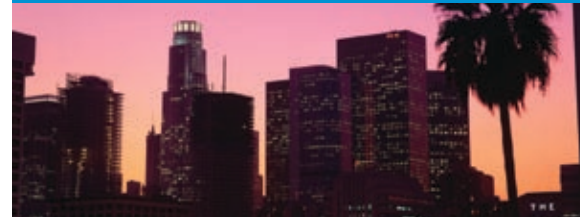




“WebEx replaced our old sales model. Our new WebEx-based sales model immediately resulted in a higher first-call close rate and a 50% increase in new TRAMS sales.”

—Ken Jonker, Vice President of Business Relations



## TRAMS, Inc. transforms business and increases sales by 50% with WebEx.



### LINE OF BUSINESS

Travel agency software and marketing services

### WEBEX SERVICE IN USE

Meeting Center, Support Center, Event Center, Training Center

### SUMMARY

TRAMS, Inc. required a solution that would streamline its pre- and post-sales processes, increase business efficiencies and reduce costs. With WebEx Meeting Center, TRAMS eliminated in-person demonstrations and immediately increased new sales by 50%. Implementing WebEx Training Center, TRAMS was able to provide an extensive training program that reduced the number of customer support calls, while Support Center enabled technical staff to expedite the calls by 25%. WebEx has become an integral part of the TRAMS organization, differentiating the company from its competition.

### ABOUT TRAMS, INC.

#### Headquarters

Los Angeles, CA

#### Number of employees

95

#### Target market

Retail travel agencies

#### WebEx Customer Since 2000

Founded in 1986, TRAMS, Inc. is a leading provider of software and marketing services for retail travel agencies. The firm's offerings include back office automation, CRM, and business process applications as well as Internet hosting and consulting services that address the specific needs of travel agencies. More than 11,000 travel agencies throughout the U.S. and other countries use TRAMS products and services to grow revenue, optimize customer management, and streamline processes.

#### The Challenge

In the spring of 2000, TRAMS, Inc. decided to evaluate the efficiency of its business processes. To market and support its leading travel agency solutions and services, TRAMS had been organizing in-person demonstrations and training at hotel locations throughout the US. “Not only did we spend time and money driving attendance to the meetings, but we also had to focus on countless logistical details such as renting hotel conference rooms,” recalls Ken Jonker, Vice President of Business Relations at TRAMS, Inc. In addition, TRAMS technical staff provided all customer software support via phone. “We relied heavily on a telephone conferencing system that cost up to \$.60 per minute. This was not an efficient way to support our growing customer base,” says Jonker. TRAMS required a solution that would help improve both pre- and post-sales support processes.

#### The Solution

After viewing a demo of WebEx, Jonker was impressed. He convinced TRAMS executive management to adopt the

system. He remarks, “I had complete confidence in the product and its robust feature set.” Jonker also chose WebEx for its ease of use. “Unlike other solutions, WebEx provided our travel agency customers—which typically have very restricted firewall access—with easy connectivity during support calls and demonstrations,” he says.

TRAMS initially implemented WebEx Meeting Center and Support Center for use by the company's sales and technical teams. “We now use Meeting Center to deliver sales presentations and demonstrations online—eliminating our in-person hotel meetings completely,” explains Jonker. TRAMS technical staff uses Support Center to handle software support calls, easily escalating problems to a second level support team when necessary. “WebEx enables our technical team to view customer desktops, perform product installs, and conduct troubleshooting remotely,” says Jonker. “And WebEx integrated telephony has brought down our customer call costs to \$.05 per minute.”

Today, TRAMS also uses WebEx Event Center as an integral marketing tool. According to Jonker, “WebEx makes it easy for us to conduct targeted marketing campaigns as well as joint promotional programs with our key suppliers.” Part of the TRAMS Marketing Advantage Program, WebEx presentations teach travel agencies how to effectively market travel suppliers, such as cruise lines. “We market these WebEx events to our key suppliers' customer databases,” says Jonker. Since Event Center captures registrant information and tracks who attends the



presentations, TRAMS generates reports that enable the suppliers to view which of their customers attended and measure the success of the joint program.

In addition, TRAMS uses Event Center for software training, conducting more than 150 online classes each month. To further enhance the reach and quality of training, TRAMS recently implemented WebEx Training Center. Jonker says, "We are currently replacing some of the in-person classes we conduct at our three national training centers with monthly trainings using WebEx Training Center." Training Center's Hands-On Lab feature gives students remote access to the TRAMS software which resides on the workstations located in the company's training center classroom in Los Angeles. "Our instructors teach by asking the students to perform particular functions on the system in real time," explains Jonker. To offer additional support to its customers, TRAMS also records short 5-12 minute tutorials and hosts live question and answer sessions. Attendees easily register online for live sessions and download recorded sessions from the TRAMS corporate web site.

TRAMS incorporated WebEx usage throughout its organization and supplier network to close geographic gaps and enhance its marketing efforts. With approximately 20-25 US employees working from home and other staff based in Australia and the UK, TRAMS relies on WebEx to conduct internal meetings. "In addition to giving all of our employees access to WebEx, we've also provided access to 20 of our suppliers," says Jonker. Suppliers such as tour companies help promote TRAMS products by dem-

*With WebEx, our technical support staff completes customer support calls in just 25% of the time previously required.*

—Ken Jonker, Vice President of Business Relations

onstrating to travel agencies how the solutions work with their own systems.

#### The Benefits

WebEx transformed the way TRAMS conducts business—streamlining processes, increasing productivity, and generating more sales. "WebEx replaced our old sales model," states Jonker. Today, the TRAMS sales team attends consortia and conferences to gather new leads then rapidly circles back with each prospect by conducting one-on-one WebEx meetings. Jonker adds, "Our new WebEx-based sales model immediately resulted in a higher first-call close rate and a 50% increase in new TRAMS sales."

WebEx dramatically improved TRAMS customer support at all levels. According to Jonker, "With WebEx, our technical support staff completes customer support calls in just 25% of the time previously required. Our technical specialists now see and understand the customer's problems immediately without losing time on connectivity issues." By providing extensive live and on-demand WebEx training, TRAMS also proactively reduced the number of support calls overall.

WebEx has become an integral part of the TRAMS organization, differentiating the company from its competition. "WebEx expanded our market reach, helps us stay in constant touch with our

customers and saves us a lot of money," says Jonker. Unique in the travel industry, TRAMS products and services aim to make travel agents into sales agents. He says, "WebEx plays an enormous role in maintaining our competitive advantage. It's become as essential as having a phone or email. We couldn't operate without it."

#### The Future

Over the years, as TRAMS expanded its use of WebEx, it has remained extremely satisfied with WebEx solutions and service. "We know that WebEx reacts quickly to our company's needs. That's one of the reasons WebEx is at the core of our business now," says Jonker, adding, "Plus, our customers will tell you they love our WebEx!" As a result, Jonker looks forward to continuing to grow TRAMS with WebEx. He remarks, "Even though we've been using WebEx for years, we know we've only scratched the surface of what we can do with it."

## HIGHLIGHTS

- With WebEx Meeting Center, TRAMS eliminated in-person demonstrations and immediately increased new sales by 50%.
- Providing an extensive WebEx Training Center program reduced the number of support calls while Support Center enabled technical staff to expedite support calls by 25%.
- WebEx enabled TRAMS to increase market reach, improve customer communications and reduce costs, all competitive advantages.