

Case Study

Using Telepresence at Xerox Audio Visual Solutions



“Professional development is vital in our role as Technology Sales Consultants,” said John Schnibbe, VP of Field Operations. “In order to be effective representatives in the field, we must fully understand the products we sell, and we need to be able to train our team how to use them effectively. Using telepresence, our entire sales force can be trained on new products without the manufacturer’s rep having to travel from location to location”

How telepresence can help expedite critical information to field locations

Xerox Audio Visual Solutions is a multi-location company with headquarters in Atlanta, Georgia and 10 sales and service offices throughout the East Coast. Each remote office has anywhere from 5 to 35 people. Many of these people are sales or service reps whose time away from direct customer contact is very detrimental to our company.

Xerox Audio Visual Solutions uses the products of over 300 manufacturers in its audio visual integration projects and these products are constantly changing in terms of features, etc. While most new products and product modifications can be communicated in a letter/brochure, many are of a nature that they should be seen to be understood. In the past, we waited for manufacturer’s reps to visit each location to explain the new products/features. The problem with this process was that

1. Sometimes it took a manufacturer’s rep several months after the product introduction to get to the remote office and therefore we lost a competitive advantage in the marketplace.
2. Each manufacturer’s visit required the field personnel to be in the office rather than with customers. Sometimes there could be 3 or 4 different manufacturer visits per week in each office, thus using up valuable “face time” with customers.

In order to rectify the above problems, Xerox Audio Visual Solutions instituted a bi-weekly telepresence session for all locations where on a set time and day all remote offices would have their personnel come into the local office and the Atlanta Headquarters would present the latest products/features from all manufacturers via telepresence.

In addition to the savings in time away from customers and improvement in the timeliness of information, this also created a great forum for all field personnel to discuss the pros and cons of each new product/feature thus generating ideas that were not possible in the previous settings.

If this seems like an application that would benefit your organization, we will be glad to set up a personal demonstration for you about how telepresence can make your business more efficient and effective.

Daniel G. Boylan
President
Xerox Audio Visual Solutions