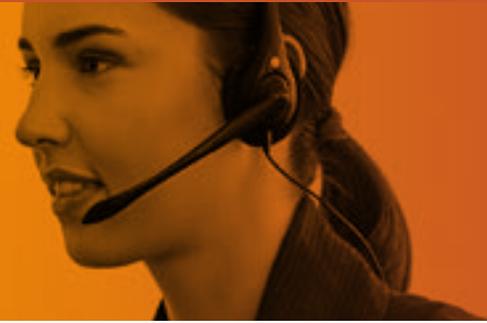


“Our sales team adamantly and unanimously asked us to go back to GoToMeeting for collaboration. It’s what we all know and love.”

Robert Flores
Vice President of IT, Coalfire



 **Challenge**

Coalfire’s sales team offers cybersecurity advisory solutions to a worldwide audience. With the largest dedicated cyber risk advisory staff in the US, consultants rely heavily on remote collaboration capabilities to meet with global clients and potential customers. So what happens when those client meetings are derailed by an unreliable new unified communications solution? The users revolt.

Shortly after bringing a new web conferencing provider on board, **Coalfire’s sales staff flooded the IT help desk with about 10-15 complaints per week about the meeting capabilities of the new vendor.** Meetings were difficult to start and host. Some customers couldn’t join at all, and when they could, the quality was poor.

Overwhelmed by the negative feedback, the IT team investigated. “We went through every nook and cranny,” said Robert Flores, Vice President of IT at Coalfire. But what they found wasn’t a quick fix, as the connectivity issues existed at the platform level.

COALFIRE.

Founded in 2001, Coalfire is a cybersecurity advisor to private and public sector organizations.
www.coalfire.com

 **Solution**

Enduring six months of consistent user complaints and risked client calls with no clear fixes made the decision easy for Coalfire to return to GoToMeeting as their primary collaboration partner. “We went back to what we know and love,” Flores said. “The GoToMeeting team made it really easy for us to come back. I doubt we would have gotten through this so quickly without the help of our account manager.”

Coalfire’s users celebrated a return to GoToMeeting because it meant a return to trusted, reliable meetings with customers. They gave the biggest cheer for their favorite feature, the Audience View pane. “It totally eliminates the anxiety of presenting because you know exactly what your customer is seeing,” Flores said. “We know the customer is not seeing pop-ups or emails while presenting.”

 **Results**



Greater user satisfaction



Improved customer experience



Proactive account management

GoToMeeting has improved the collaboration experience for all of Coalfire’s users. The power users on the sales team are hosting meetings that clients can join without issue. Occasional users find it easy to host a call or a meeting whenever they need to. Plus, Coalfire’s high-profile presenters who deliver webinars to up to four thousand people at a time are enjoying the consistency and superior user experience provided by GoToWebinar.

Flores and his team are seeing a vastly reduced number of help desk tickets since returning to GoToMeeting, and the experience led to a strengthened partnership. **“We have the hallmark of a good vendor relationship with GoToMeeting,”** Flores said. “Our account manager frequently and proactively calls me with ideas that fit our usage patterns. I think she anticipates our needs before we even have them.”

Want to learn more about GoToMeeting?
Call us toll-free at **1 888 646 0016** or visit www.gotomeeting.com.