

Objectives:

- High customer satisfaction
- Drive customer registration
- Generate high attendance
- Develop additional revenue

Results:

- 2,185 registrants
- 1,108 attendees
- Awarded CPE credits
- Average attendee spent 162 minutes

“ I really like the clean and bright look of InterCall’s virtual training environment. Everything is integrated, which makes for a great user experience without pop-ups and downloads. ”

Stephanie Morris, Training and Event Delivery Manager, Intuit

InterCall
149 Commonwealth Drive
Menlo Park, CA 94025 USA
(866) 354-4030

www.unisfair.com
info@unisfair.com

Situation

As you moved through the conference there were no smiling salesmen beckoning you from booths and forcing unwanted information packets into your hands. Yet, all the information you looked for was available with the click of a mouse. You could see all of your peers who were attending and chat with them. Any contacts you made were automatically stored in your virtual briefcase, together with networking invitations, training material and messages you received.

Intuit, the makers of software blockbusters like QuickBooks, routinely holds conferences dedicated to **delivering training** for members of their customer base. Over the past several years, Intuit’s online learning program had expanded. To solve the problem of creating a **meaningful eLearning experience**, Intuit turned to their online training manager, Stephanie Morris. Stephanie knew that the training courses were critical for Intuit to **connect their community**. Her vision was to integrate a virtual event platform with Intuit’s existing eLearning program to provide a great learning experience without all the **costs and inconveniences of travel**. She did a detailed comparison of the top virtual event vendors and decided to go with InterCall.

Solution

Stephanie created her first **two-day training event** almost completely **by herself** using InterCall’s Organizer Console. She relied on a team of **Learning Consultants** to help her produce the content. “It took some time to make everything look exactly as I wanted it, but I was really happy with how well it turned out,” she said. The on-demand interface allowed her to create her first event in **only three weeks**.

Each booth was staffed by several specialists who were available throughout the event to answer attendee questions. Because accounting professionals prefer to learn from each other, every booth included **volunteer accountants**, as well as Intuit **services employees** and **product managers** with extensive industry expertise. Education sessions were held in **SimuLive** with pre-recorded Video and live Q&A, and combined industry best practices with product training. All attendees received the additional bonus of continuing professional education (**CPE**) credits. These were awarded based on the InterCall reporting system, which among other things, provides detailed information on **attendee activities and behavior**.

Results

Stephanie was thrilled with the outcome. “Almost all of our attendees participated in training, which is a huge success. Everyone loved the **full, rich experience** and the look and feel of our virtual training environment,” she said. The first conference saw a **higher level of attendance** than Intuit had expected. 1,100 attendees spent an average of two and a half hours within the event. “I was really excited about using a virtual training platform because it allowed us to create an engaging learning environment, while **reaching more people**,” Stephanie added. And this was done **without sacrificing customer satisfaction**.

One of the benefits of the virtual approach over physical events is that Intuit could increase the frequency of training for its customers. Within 18 months, Stephanie proceeded to run **five successful training events**.