

# Communicating Value



*Taping into the hidden business value of using internet web conferencing to communicate.*

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# Communicating **Value**

*How your business can increase market share through online communication  
Taping into the hidden business value of using internet web conferencing to  
communicate.*

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## Communicating Value

**“Communication leads to community, that is, to understanding, intimacy and mutual valuing.”**

Rollo May, American existential psychologist

### Overview:

Today's businesses need to find more effective ways of communicating with its stakeholders. The adaptation of static web pages was just the beginning for the e-business revolution. Customers have increasingly higher expectations. One example would be an e-commerce enabled website, customers of this site expect their orders to be processed in real-time, they want to receive a confirmation e-mail, and they want to have the ability to track their order online. The advent of internet CRM (Customer Relationship Management) software, means customers expect to receive newsletters or personalized thank you notes from the online shop they have ordered from. All of this communication is possible through the power of internet technology. Yet communication is a two-way process. In this white paper we will discuss how online collaboration software can be used to communicate the value of your product or service to new customers, communicate with existing customers, and finally communicate within your organization. Throughout this report you will learn about the benefits of online collaboration software on cost savings, time savings, sales cycles, costs, and hidden value.

### Why online collaboration?

While the Internet is evolving safer means of communication and encryption, business transactions, and other diverse functions, online collaboration is becoming increasingly viable, and is being adopted by many businesses.

Based on a national study conducted by Worldcom Conferencing, “Americans are adopting online collaborative work environments at an unprecedented rate” ([www.worldcom.com](http://www.worldcom.com))

### According to the study:

- More than two-thirds of Americans that took part in the survey, have engaged in online collaborative work.
- Nearly **46% are involved in online collaborative work at least once per week.** And 14% do so daily.
- 31 % work in an online collaborative management structure.
- 91% agrees that online collaborative procedures save companies time and money.



This research indicates that we are leaning towards a more efficient and cost effective way of communicating with clients and partners around the world. Based on these facts, it is evident that online collaboration is becoming one of the most popular means of sharing information.

### **Communicating to new customers:**

Why increase expenses with higher travel costs and time when you can host a presentation right from your home office? With online collaboration you can reach a wider span of clients from all around the world. Online communication enables users to host live presentations with real time slide shows and voice communication with a voice-over-IP system. This also includes a non-intrusive point and click system that will allow users to express ideas easily.

What makes online web conferencing even more unique is its ability to record live presentations including the voice dialog that occurred during the presentation. You can even save the presentation and email it to clients if they were not able to attend the seminar or have the presentation available online for archived playback.

### **Communicating with existing customers:**

Enhance your relationship with business clients with online collaboration. Propose new business plans with organised interactive demos. Host frequent online meetings and offer e-learning mini-courses to complement your core business. Online communication offers the luxury of hyperfeedback. That is, both your product development and sales force can learn

directly from the end-users --driving the speed of innovation.

A survey conducted by Cambridge Information Network, a division of Cambridge Technology Partners revealed that, out of the 3,500 CIO members surveyed, 85% agreed that companies that share and exchange knowledge generate a competitive business advantage. These organizations realized that the better a company can share information and knowledge, the better it gets at:

- Enabling employees to access, analyze and apply information regardless of location and time.
- Developing and distributing products and services faster and more efficiently.
- Identifying and enhancing best work practices as well as creating closer ties to customers.

One of the key fundamentals in reaching a competitive edge is the efficiency of communication amongst your businesses employees, suppliers, contacts, and business partners. Delivering information at a faster rate stimulates information spillover and thus enhances company growth.

## Communicating within your organization



**O**nline collaboration will help increase efficiency within your organization dramatically. Not only will it help reduce costs involved with travel time spent setting up meetings, but it will also help with sales training, and corporate communications.

With online collaboration you can save all your presentations or meetings on your local Intranet database so that employees can update themselves with current company information at their own convenience. As well, there are clear advantages to employing an online collaboration hosted solution rather than costly conference calls that do not allow sharing of presentations and text-chat, as well as private messages.

Other added benefits are the reduction in staff time and effort, especially when responding to common inquiries and handling routine tasks, as many web conferencing applications allow key product and service information to be recorded for easy playback using a web-browser.

## Conclusion

The current focus of online collaboration is on improving business processes by creating new revenue generating opportunities on the Internet. Today, companies are implementing online collaborative work procedures to drive

greater value from their business activities. They understand that online collaboration enables businesses the opportunity to build better loyalty and commitment on the part of the customers, suppliers, employees, and partners. Online collaboration promotes innovation by sharing and transferring information and knowledge to everyone involved. It drives efficiency improvements along the value and supply chains. It drives revenue growth through higher marketing and sales transactions. It allows you to receive insight from employees', customers' and partners' experiences and opinions.

**I**t is evident as to why online collaboration gives businesses the leverage required to become a competitor in today's markets. If you want to become a *world-class company* you must **work smarter, work faster and work together**, and it's online collaboration that's going to help you get there.



## eCollaborate <sup>SM</sup>

eCollaborate is a sophisticated web conferencing software provided by Canfone.com as a web service. The software allows anyone with a P.C computer and an internet connection to meet with anyone else (and hundreds of other people simultaneously) in the world in real-time using voIP (voice over IP ), online chat, private chat rooms, synchronized web browsing, and real-time PowerPoint™ presentations.

### **eCollaborate is ideal for:**

- eLearning
- Product Demonstrations
- Sales Calls
- Small Businesses
- Share-holder / Analyst web conferences
- Corporate Intranets

eCollaborate is also provided is also distributed as a hosted platform by our subsidiary service to U.S. based customers on the eDedicated.net Network.

URL: <http://www.ededicated.net/ecollaborate.html>

Phone: 1-866-857-3140

## about Canfone.com Web Services

Founded in April of 2000, Canfone.com Web Services has become a leading e-commerce solution provider for small businesses and larger enterprises in the United States and Canada. Over \$1,000,000 USD of transactions are processed through our flagship eStore Premium service every year. Canfone.com operates several divisions including eCollaborate - web conferencing software, Canpayments.com - online payment service provider, and eDedicated.net managed web server and web hosting service provider.

Company Website: <http://www.canfone.com>

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