

## Case study: **DATAflor**

For more than 40 years, DATAflor AG, headquartered in Göttingen, has been developing software solutions for gardening and landscaping, landscape architecture and earthworks and civil engineering. Its current 80 employees work daily to promote digitalization in the industry and to develop software solutions in support of construction projects. [www.dataflor.de](http://www.dataflor.de)

### **The Challenge**

DATAflor AG is experiencing steady growth in regard to the numbers of customers and users. The company now has 4,000 customers and 15,000 users in its database, with more being added every year. They must be trained in the use of the software and receive support. Thus, a new and comprehensive application had to be found in order to meet the numerous requests for training courses and the steadily growing demand for seminars.

Marcus Monecke, director of Service, Training and Support at DATAflor AG, saw the greatest challenge in this: "The goal was to significantly improve the rotation of the seminars on offer, to nevertheless train the customers to the accustomed level of quality in using the software and to also relieve the burden on its own employees. Sounds like it wouldn't work," Monecke admits. "The truth is, we achieved exactly that with GoTo Webinar and we even expanded the seminars we have on offer.

### **The Solution**

Already in the past few years, DATAflor AG has learned to appreciate the reliability of the GoTo software through the use of GoTo Meeting in the marketing and training team and GoTo Assist for support requests. "We had approximately 32,000 requests for support in 2021. An average of eight per customer," according to the Aftersales officer.

*"In addition to the DATAflor Support, our service also uses GoTo Assist for the online installations of our customers. We had never had a problem with GoTo Assist during this."*

This was an important aspect for the decision to use GoTo Webinar for managing the online seminars. As a rule, the webinars of DATAflor AG are first conducted and recorded as live webinars. Later, the recordings are offered as simulated live webinars on selected topics. "The more than 30 online seminars we have on offer were designed and entered on the GoTo webinar platform," Monecke tells us. The recordings are also made available to customers in the long term as videos. This is a great advantage for the customer," the service director continues. "Topics that do not come up on a daily basis can thus be 'pulled out of a drawer' at any time."

„GoTo Webinar is reliable, clearly laid out and innovative. A switch is out of the question for us.“

**Marcus Monecke**  
Director of Service, Training and Support DATAflor AG



Should questions about the content of the training arise in spite of all of this, they can be asked in a chat. "Any questions will be answered by telephone and via Online Service within 24 hours. A perfect system."

However, DATAflor not only made good experiences with GoTo Webinar. The consultation from the GoTo team was also convincing. "Our account manager understands her job. We experienced competent and compassionate consultation," Monecke emphasized.

## The Result

By adding online training, DATAflor was not only able to expand the range of seminars on offer to include evenings and weekends, but also significantly increased seminar sales. "We didn't just meet our goals, we exceeded them. We constantly measure the success with the aid of the analysis options," summarizes Monecke enthusiastically. "Assessments can be variably created, viewed directly online and exported as a PDF or CSV file."

In the first three quarters of 2022, 59 live webinars were conducted, in addition, DATAflor was able to offer 387 online seminars. In total, these involved just shy of 600 participants.

As regards the question of whether he would also trust GoTo Webinar for live events and webinars in the future, Monecke's answer was clear: "Yes, absolutely. GoTo Webinar is reliable, clearly laid out and innovative. A switch is out of the question for us."

"The goal was to improve the rotation of the seminars and to thereby relieve the burden on our own employees. Sounds like that wouldn't work – the truth, however, is that we achieved exactly that with GoTo Webinar."

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