

# CASE STUDY: COLTENE

COLTENE is a global leader in the development, manufacture and sale of consumables and small-size equipment for dental treatment applications. COLTENE offers a wide range of products and solutions for almost all dental treatments.

**THE COMPANY EMPLOYS AROUND 1,400 PEOPLE IN TOTAL, OF WHICH ABOUT 600 ARE SALESPeOPLE WORKING AT 6 LOCATIONS WORLDWIDE, INCLUDING IN SWITZERLAND – WHICH IS WHERE THE COMPANY IS HEADQUARTERED.**

## The Challenge

COLTENE is a successful specialist in the dental sector. COLTENE operates worldwide and has experienced rapid organic growth in recent years. According to Dirk Sommerfeld, Education Manager at COLTENE, this is precisely where the company's greatest challenges lay.

*"As a result, our sales colleagues had to prepare their new employees for their roles in quite a hurry," Sommerfeld explained. He added, "All of this was undocumented and not guided by what we had planned out for the next few years."*

Not only were there more and more companies, but employees too, who were spread all over the world and needed to be trained.

*"The fact that we operate worldwide means that we have a mishmash of different languages at the company,"* said Sommerfeld, getting to the heart of the matter. It's not always possible to rely on English when it comes to technical and medical details.

*"We needed a tool that offered a transcription program that translates texts both effectively and sensibly. These texts needed to be transmitted and/or broadcast in different national languages. But that was only the first challenge,"* Sommerfeld stressed.

*"We were looking for tools that would allow us, as professionally and reliably as possible, to firstly provide our own colleagues with information for the latest training courses and, secondly, to pick up our clientele at the same time,"* said Sommerfeld.

**Fortunately, COLTENE had been relying on GoToWebinar, LogMeIn's webinar software, as a collaboration tool for several months.** COLTENE finally found software that offered it everything it was so desperately looking for.

## The Solution

*"The challenges were, on the one hand, to manage the different languages and, on the other hand, to set up advanced training, induction and further training in these languages in a controlled and documented manner. Webinars using GoToWebinar were perfect for this,"* Sommerfeld said emphatically.

*"There were two parallel paths that ultimately led to our using GoToWebinar,"* said Sommerfeld. *"On the one hand, there were the recommendations from our colleagues in South America who had already been working with GoToWebinar for several years and who regularly organised very well-attended online trainings, webinars and web meetings."*

On the other hand, COLTENE had gathered its own impressions – other tools were tested and tried out

here. *"I'll put it this way, we didn't have particularly positive experiences with other webinar providers here,"* Sommerfeld recalls.

*"We were repeatedly faced with technical challenges,"* he added. *Designing webinars and getting to grips with the software was very time-consuming. The support was abysmal and the option to include videos and pictures was unsatisfactory. Creating your own design was a herculean task. All of this was, and is, much easier with GoToWebinar,"* said Sommerfeld enthusiastically. *"You genuinely don't need to be an IT expert to add documents or videos to a webinar – anything is possible with GoToWebinar. It's easy and intuitive,"* Sommerfeld explained.

An important consideration for someone just getting started with webinars is **support** according to Sommerfeld. *"And GoTo Webinar offered this from day one,"* he added happily. *"I was always able to reach someone at LogMeIn, whether by email or phone. A friendly contact person was always available to explain the first steps clearly and, above all, patiently,"* he was impressed to discover.

*"In addition to the ability to communicate knowledge and good transmission quality, analysis functions are particularly important in webinars, and GoToWebinar's functions in this field make it satisfactory across the board,"* Sommerfeld said. *"The various reporting methods you can view and download are very useful for professionally designing the post-processing of webinars,"* he added.

## The Result

Thanks to **GoToWebinar**, one of the goals COLTENE had set itself for this year has already been achieved: *"We've now organised a number of webinars in Asia – specifically in Japan, Malaysia and the Philippines – and with really high quality. We're talking about a participation rate of over 80 percent with an average of 200 live participants,"* said Sommerfeld.

But that's not all. **These webinars – primarily in Japan – have caused quite a stir in the dental industry.** Some other dental companies have tried their hand at live webinars in Japan too, but have generally failed because of the technology. *"Our webinars, however, worked flawlessly and with outstanding quality. And that's all thanks to GoToWebinar – the pixels and bytes worked,"* said Sommerfeld happily.

Not only in terms of the participation rate, but also the fact that COLTENE has been able to significantly extend its reach. Thanks to the introduction of **GoToWebinar**, COLTENE has managed to open doors to new lucrative markets, such as those in Asia, and has taken a global leap into the new webinar age.

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**Dirk Sommerfeld**  
Education Manager – COLTENE/Whaledent AG

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Visit us at [www.goto.com/webinar](http://www.goto.com/webinar) or call us on 0800 182 6065.