

The GoTo logo consists of the word "GoTo" in a bold, black, sans-serif font. A thick yellow horizontal bar is positioned below the letters "o" and "T".

Success Story:

Benestar Group

Benestar Group is the leading provider of employee assistance programs in Australia and New Zealand, delivering mental health and well-being services to various organisations of all sizes. For more than 30 years, Benestar has championed the unlimited potential of good health and demonstrated its link to great performance. Benestar is the first company to pioneer an ecosystem of health services curated for the modern world. Benestar supports around 1.8 million employees across Australia, helping them achieve better health and well-being.



Challenge

Like many organisations, Benestar's continued growth meant the company faced many challenges. "One challenge we had was that our customers wanted to expand their health and wellness offerings to more employees. They wanted to reach more staff with virtual sessions — not only for employees in Australia but also those abroad," explained Beate O'Neil, Benestar's head of product and partnerships. "In addition, we sometimes host programs that had more than one customer group joining the session, but we needed to keep confidentiality, ensuring that attendees couldn't see each other."



Solution

Benestar researched numerous technology options for its different use cases. "One option fell short in terms of security issues and data hosting. Another was very clunky for running a webinar with larger audiences - it may have been fine for 20 to 30 people, but when we're running sessions for several thousand people, we needed better control," O'Neil explained. "We needed something that made it easy to send an invitation, easy to register for the event, and that automated the process of follow-up emails. Additionally, we needed a solution that allowed us to easily record the events to share the recording with those who couldn't attend."

Stakeholders from across the company reviewed potential solutions. "Every system that we implement needs to pass our security test - we need to ensure information remains confidential and that we can delete it if we need to," O'Neill said. "Our IT and security team, along with our performance manager who runs all of our training, our clinician's team manager, and the marketing team were all involved in the decision. Everyone tried out GoTo Webinar and decided that the features were most suitable for our needs."

“GoTo Webinar checked all the boxes - the registration system is much easier than anything else out there, particularly Microsoft Teams. GoTo Webinar can also handle the size of our audiences. We can host enormous webinars and still have full control over the session. GoTo Webinar’s ability to scale and the ease of implementation was great.”

Beate O’Neil

Head of Product and Partnerships, Benestar Group



According to O’Neill, GoTo Webinar was Benestar’s unanimous choice. “GoTo Webinar checked all the boxes - the registration system is a lot easier than anything else out there, particularly Microsoft Teams. GoTo Webinar can also handle the size of our audiences, and we can host enormous webinars and still have full control over the session. GoTo Webinar’s ability to scale and the ease of implementation was great,” she said.



Results

Since implementing GoTo Webinar, Benestar Group has seen many improvements. Feedback from customers has been complimentary. “A company can come to us and buy one of our six- or twelve-month programs, and we can easily set them up with an account and run sessions with resource libraries attached to them - and feedback on that has been positive. Our customers tell us it’s quite easy to set up and run the sessions - it’s intuitive,” O’Neill said.

In addition, non-technical staff like clinician presenters and administrative employees also find GoTo Webinar easy to use and intuitive. “Presenters find the system quite easy to use, and so do our admin staff that follows up after events. They pull reports, then connect individuals with specialists who can answer their questions, so that’s been positive - we know who’s asking the questions and can easily check them off, even if we have thousands of people in the session. It gives the whole thing a personalised aspect, allowing us to reach out to those highly engaged in the session,” said O’Neill.

With an intuitive platform like GoTo Webinar, Benestar was able to reach more businesses and their employees and customers with their offering. Usage has shown that not only is Benestar running more webinars per year, but they’re also doubling the average attendees per webinar year-on-year, and engaging attendees with longer webinar session.

O’Neill credits GoTo Webinar with helping Benestar improve and optimise future sessions based on data from previous sessions. “From a marketing perspective, it’s easy to pull the reports, so you can easily see how many sessions you had and what percentage of people attended. That’s definitely very helpful to have to make decisions on what you need to optimise for next time you run a similar session,” she concluded.

Want an easy-to-use, feature-rich way to host live and pre-recorded events? Visit goto.com/webinar or call us at 1800 242 370 to learn more.

Learn More