

CASE STUDY: VOITH

Voith GmbH & Co. KGaA is a technology company with nearly 20,000 employees at sites in more than 60 countries around the world. Founded in 1867, the family-owned business is headquartered in Heidenheim on the Brenz.

Voith is active in a wide variety of markets and is divided into four columns: Digital Ventures, Hydro, Paper and Turbo. Each division of the company provides individual solutions with high-value products such as paper machinery, hydro-power turbines or drive elements.
www.voith.com

THE CHALLENGE

Voith is a large company with employees and customers around the globe, which relies heavily on digitalisation: The company produces and increasingly sells digital products, such as sensors for modern paper machinery. And it was precisely here, according to Stefanie Kratzer, Training Manager for Digital Products at Voith, where the great challenge was found.

"We had to bring our Sales employees up to speed and provide them with further training in the subject of digitalisation. It is precisely because our Sales team had always been accustomed to selling tangible products," explains Kratzer at the beginning and goes on to say, "For this reason, we had to bring all of our employees who have contact with customers up to speed on digitalisation through intensive training."

In addition, the **Corona pandemic threw our internal and external processes into disarray**. "Our sales team was

always on hand for the customer and is well travelled to all corners of the globe. Our Key Account Manager always made his "rounds" and was at the customer's doorsteps to provide them with product updates," says the manager, "something that is very different today."

Thus, the company was faced with the task of finding a webinar tool that was suitable both for international employee training and for global customer contact. **It was a piece of luck that Stefanie Kratzer attended the Learntec trade fair in 2019 in Karlsruhe and visited the LogMeIn booth.** "I looked at a lot of other companies that day, of course, but I was instantly enthusiastic about LogMeIn. This was mainly due to GoToWebinar, LogMeIn's webinar software, but also due to the personal contact. Daniel Holzinger from Colited company consultants approached me on behalf of LogMeIn and meticulously explained everything about the tool. Then I simply asked, 'When can we start?'"

THE SOLUTION

After this, it took an entire year before GoToWebinar could be used at Voith: "I was faced with a Herculean task, especially internally. At Voith, you can't just casually introduce a new tool, as is often the case at a start-up. I had to do my homework and go through committees - the works council, the IT board, and also through the GDPR officer," explains the training manager.

Data protection and data security play a decisive role, particularly for a globally active technology company like Voith. Broaching the topic, Kratzer has to laugh out loud a little, "I remember our data protection officer, who had a lot to do back then and suddenly got a new online tool on their plate within a few hours. There were a few tools that didn't even have end-to-end encryption."

"But when I showed him the data protection contract from LogMeIn, he came back fairly quickly with feedback and only said: 'I have never been presented with such a flawless data protection contract.' So, I immediately got the green light from him," explains the training and events manager with a smile. **The webinar tool from LogMeIn succeeded in winning people over, all along the line, and among all of the internal decision-makers.**

"With GoToWebinar, we had a professional tool at our disposal, which allowed us to not only conduct international training sessions, but also to conduct international customer events," says Kratzer who emphasizes "With our customer webinars, we have really managed from the get-go to notify everyone about our new products and updates."

With GoToWebinar, training sessions became easier to organize, customer events became more effective - and the Sales team quickly got up to speed regarding digital products.

Kratzer was especially won over by the implementation of and introduction to the tool. "I quickly developed a passion for GoToWebinar and Daniel Holzinger sparked this passion. Right from the beginning, he was my refuge from the storm. He quickly eliminated all of the start-up difficulties and was always available when there were questions," says the Voith manager with enthusiasm.

It was also important for Kratzer to have a reporting option along with a webinar tool. GoToWebinar also scored a bullseye in this regard: "At the end of each customer webinar, we can immediately see which customer specified what and we know who would like additional information about a product. At the click of a mouse, I can download a report and provide it to my Sales team and thus give my team a hot lead," the training manager said in praise.

In addition to the ingenious reporting feature, which is highly valued by Kratzer and the Voith Sales team, it is primarily the **handling of GoToWebinar** that always comes to the fore: "The tool is primarily very intuitive to operate when creating a webinar. I would almost go so far as to say, "It is really fun." Particularly at the beginning, when you are clicking through so many options and trying the whole thing out. That is actually interesting," says the virtual meetings expert in hindsight.

THE RESULT

The introduction of webinar software from LogMeIn was an absolute plus for Voith. "With GoToWebinar, we not only succeeded in making interesting and interactive product training courses for our employees, but also managed to organize international and professional customer events. We were also able to improve our percentage of participants thanks to GoToWebinar - we are talking about an increase from 45 to 75 percent when compared to the previously used webinar software."

"Thus, we succeeded in presenting our product portfolio in an interesting, varied and, above all, professional manner, at regular intervals," the training manager and event expert emphasizes. **What began as an informational event, developed into Sales Channel Number 1 during the pandemic.**

Not just the number of employees and customers, but also the Sales opportunities increased at Voith. With the integration of **GoToWebinar**, the technology company accelerated the jump into the digital working world - in an uncomplicated and successful manner.



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