



*Implementing WebEx had a mushrooming effect on our business growth. Now, many clients choose to work with us because of our superior online training program. We couldn't have achieved the growth we've had in the past five years without WebEx.*

—Sheila O'Kane, Administrative Manager of Client Education Services

## Compulink creates industry-leading training program with WebEx.



### INDUSTRY Software

### WEBEX APPLICATIONS

WebEx Meeting Center, Training Center, Support Center

### SUMMARY

Compulink needed a way to provide customers with affordable, convenient training on the company's software products. Using WebEx Training Center, Compulink created an industry-leading training program that attracted more customers and increased revenue in all areas of the business. By broadening Compulink's customer reach, WebEx made it possible for the company to add a new division devoted to online sales calls. WebEx enabled Compulink to educate clients better, increasing customer satisfaction while streamlining the company's business processes.

### ABOUT COMPULINK

- **Line of Business**  
Practice management software for healthcare
- **Headquarters**  
Westlake Village, CA
- **Number of Employees**  
100
- **Target Market**  
Healthcare professionals
- **WebEx Customer Since 2002**

Established in 1985, Compulink is a market-leading developer of practice management software for healthcare professionals. The company's software solutions fully integrate the financial, clinical, and administrative components of healthcare practices, maximizing business efficiency and patient care. Thousands of practitioners across the US, including ophthalmologists, optometrists, chiropractors, podiatrists, psychologists, and physicians, use Compulink solutions to empower their businesses.

### The Challenge

In 2000, Compulink wanted to offer its customers more affordable and convenient training. "In the past, we conducted up to five on-site trainings per month, each lasting two or three days. We had several trainers constantly flying to customer locations, which meant we lost a lot of time in travel, and the cost for our customers was huge," states Sheila O'Kane, Administrative Manager of Client Education Services at Compulink. Because the company continually upgrades its software to meet customer needs, clients also found it difficult to stay current with the products. O'Kane decided to try an Internet-based meeting solution but was disappointed. "Even on a high-speed connection, the online meeting solution we tried was too slow to demonstrate our software. We tested it by offering only a few classes online, but the solution caused us more problems than it was worth," she explains. Compulink needed to find a reliable online solution that would enable the company to deliver training effectively to a broad customer base.

### The Solution

When O'Kane began researching other online meeting solutions, she found WebEx right away. She says, "Although I intended to evaluate other solutions, I was so impressed by WebEx, I didn't have to." The WebEx application sharing feature, combined with the solution's low latency, made O'Kane's decision easy. "The experience WebEx provides our customers is the same as if we were running our software in their offices, on their networks. Sharing our software and other applications is completely seamless," she explains.

Initially, O'Kane implemented WebEx Meeting Center to deliver one-on-one and group trainings to customers. She then transitioned to WebEx Training Center to better meet the growing demand for classes. "We started off with three group classes per month. Today, we conduct between five and ten group classes per day, and we have ten full-time trainers dedicated to delivering WebEx training," says O'Kane. WebEx group sessions cover all of the software's practice management capabilities, including electronic medical records, appointment scheduling, and inventory systems. Individual customer trainings are also popular. "With WebEx, we can train a customer's entire staff all at once," she says.

“When we started the business, we targeted ophthalmologists and optometrists primarily. Then, we decided to use WebEx exclusively to sell into an expanded prospect base that includes a number of other healthcare practitioners. We wouldn't have that division today without WebEx.”

—Sheila O’Kane, Administrative Manager of Client Education Services



Today, Compulink continues to use WebEx Meeting Center for product development, sales, and internal meetings. Before scheduling in-person meetings with prospects, the company's sales team first conducts a WebEx product demonstration as part of the sales process. "In many cases, our sales reps don't have to travel to a customer site at all. The customer sees the WebEx demo and buys the product," says O’Kane. In addition, WebEx enables Compulink to involve employees and customers in the product development process. "Using Meeting Center, we conduct inter-departmental development meetings as well as focus groups with some of our customers. WebEx enables us to show new developments in our products and receive everyone's feedback in real time," she says.

Compulink has also deployed WebEx Support Center to provide better customer support. Using Support Center, the company's support technicians access customer computers remotely to review data, configure software, run product updates, and transfer files. "Whenever a customer has an issue with our software, our support technicians instantly launch WebEx Support Center to troubleshoot and solve the problem immediately. And because WebEx is HIPAA-compliant, our customers remain confident that their systems are secure," explains O’Kane.

### The Benefits

WebEx helped Compulink create an industry-leading training program that increased revenue in all areas of the business. "Implementing WebEx had a mushrooming effect on our business growth. Now, many clients choose to work with us because of our superior online training program," says O’Kane, adding, "And because of the WebEx training offering, customer demand grew for on-site trainings. We couldn't have achieved the growth we've had in the past five years without WebEx." Today, Compulink offers a blended training approach that is known in the industry. "The quality of our WebEx trainings helped us attract larger clients and increased our referral base. Now, we also use WebEx trainings to prepare clients for on-site trainings," she states.

WebEx also broadened Compulink's customer reach, enabling the company to add revenue streams easily. Using WebEx, Compulink created an entire new division that focuses on online sales calls. "When we started the business, we targeted ophthalmologists and optometrists primarily. Then, we decided to use WebEx exclusively to sell into an expanded prospect base that includes a number of other healthcare practitioners. We wouldn't have that division today without WebEx," explains O’Kane.

In addition to growing revenue, WebEx enabled Compulink to educate clients better while streamlining the company's business processes. With WebEx training, the company now reaches many clients who did not receive training before. "WebEx trainings have made our customers more savvy on our solutions so they depend less on our support department. But whenever there is a customer support issue, we resolve it quickly with WebEx," explains O’Kane. As a result of using WebEx, Compulink's support calls have dropped while customer satisfaction has increased.

### The Future

As the customer demand for training continues to increase on a daily basis, O’Kane plans to leverage WebEx capabilities more fully. "We are beginning to record all of our WebEx classes to provide an on-demand offering to our customers. We will also begin using WebEx to administer tests, offering proficiency testing for entire client staffs," she says. O’Kane is also in the process of developing a Master User Program that will certify certain employees at customer sites as master users of Compulink software. "This type of WebEx training will empower our customers within their own companies and teach them to conduct regional user groups as well. We expect that this new program will cut our support calls and strengthen word of mouth even further," she explains. Because WebEx training has become such a critical component of the Compulink business, the WebEx and Compulink brands have become synonymous for customers. "I can't remember what it was like before WebEx," says O’Kane.

## HIGHLIGHTS

- WebEx helped Compulink create an industry-leading training program that grew the company's customer base and increased revenue in all areas of the business.
- Compulink added an entire new division focused solely on online sales calls as a result of broadening its customer reach with WebEx.
- WebEx enabled Compulink to educate clients better, increasing customer satisfaction while streamlining the company's business processes.