KRM Webinar Services

After meticulous evaluation of a number of web conferencing systems, KRM selected omNovia Web Conference to replace Microsoft Live Meeting for its innovative features, ease of use and high degree of customizability.

HIGHLIGHTS

Partner Name

KRM Information Services

Industry

Online Services

Challenge

Reliability of the platform

Technical Support

Problems with Room Access

omNovia Approach

Smooth Integration

Highly Interactive Events

Reliable System

Results

60% Reduction in Support

Much Happier Customers

40% increase in attendance

Early 2011 KRM embarked on a project to evaluate web conference technology providers to replace Microsoft Live Meeting with a more interactive, easier to use and more customizable platform. KRM chose omNovia not only for its technology but also for the quality of service they received from the omNovia team throughout their evaluation period.

Company Background

KRM Information Services (krm.com) is a US based company that has built a solid reputation for seamlessly executed online events, red-carpet event management services and dependable webcast solutions. KRM has put together all the right people and technologies to create the ultimate user experience and deliver results.

Since 1994, KRM's team of professionals and web conferencing specialists has helped clients deliver thousands of successful events.

Challenges and Requirements

KRM webinars are professionally produced paid events where expectations are high when it comes to content and presentation quality. KRM clients also wanted to differentiate their

webinars from competitors. The main challenge was to find a platform allowing them to increase interactivity, enable rich-media content such as video and add branding while reducing complexity for presenters and attendees alike.

From past experiences, they also needed to find a true partner with C-level access that would be able to customize the platform in a timely fashion when needed.

KRM also envisioned being able to repurpose their events given the level of details and attention required for each event production. The ability to re-broadcast an event for those who missed the original webinar was an important requirement for future growth,

"Beyond technology we have been impressed with the responsiveness we received from the omNovia team"

Rick Olson
President KRM

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omNovia Solutions

Within weeks, KRM engineers integrated omNovia Web Conference into the KRM portal and built automated reporting leveraging the omNovia Events APIs. Multiple trainings for moderators, presenters and room administrators were held to facilitate transition from Microsoft Live Meeting to the omNovia platform.

With a phase approach, the omNovia team helped KRM implement more and more interactive tools to differentiate its webinars. The omNovia support team also provided in-room technical support during the initial phase.

Phase I: Phone Bridge, Slide Shows, Polling, Chat, Basic branding

Phase II: Cobrowser, Desktop Sharing, Notes Module, Movies, File Sharing, VOIP, File Sharing, custom branding

Phase III: Live Video. Recording, Q&A Manager, World Map, White Board, Biography

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Custom Development

KRM also needed an efficient way to manage questions and answers during webinars. The omNovia and KRM teams collaborated on gathering requirements based on customers' requests and defining specifications for an ideal Q&A management tool. Within a few weeks, the omNovia engineering team was able to design, develop and test the new omNovia Q&A. The new tool enables moderators to collect questions, categorize, prioritize them as well as assign them to in-room presenters. Attendees may also rate the quality of the answer they receive, which provides real-time feedback for moderators and presenters.

Full reporting via the omNovia admin page and via APIs were later added to the Q&A Manager.

Results

Using omNovia Web Conference system has greatly impacted the results as well as the event production processes for KRM:

- Planning events, gathering information, setting up rooms have been made significantly easier.
- The webinars now use a number of rich-media features such as the Movie Player, Cobrowser, Advanced polling, Notes Module, White Board, etc. creating a much more interactive environment resulting in more effective webinars.
- Technical support tickets have reduced by 60% especially when it comes to problems with access to the online events.
- An increase of 40% in attendance demonstrates the positive impact of the omNovia partnership.

Next Steps

KRM is now starting to explore new avenues in acquiring more online attendees by leveraging the omNovia Recast as well as the omNovia StageToWeb technologies. Recast would enable KRM to replay events and hence repurpose webinars while preserving the interactivity of the live events. omNovia StageToWeb is the HD live event webcasting solution.

More Information

For more information on this case study or learn more about omNovia partnership programs visit www.omnovia.com/partners or email partners@omnovia.com.

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