



Case Study: RR Software

RR Software GmbH is a provider of the education management software ANTRAGO. The digital solution is specifically developed for education providers and supports the management of all processes of an educational institution. ANTRAGO is used by providers of seminars, courses of study, training and professional development from Germany and Austria.



Challenge

RR Software GmbH not only provides the education management software ANTRAGO, but also transfers knowledge about effective use of the solution to educational institutions that deploy the software.

“That knowledge transfer mainly took place in the form of in-person events such as training sessions and workshops,” explains Ulf Melchers, Deputy Marketing & Sales Manager. “That worked well, but also meant travel time and costs for all participants and limited the number of attendees,” he adds.

“That was how things stood before Corona,” recalls the sales expert. When the pandemic hit, RR Software GmbH realised that it needed to transfer knowledge without in-person events. It was time to focus more intensively on online formats.

The company was looking for a cloud-based and easy-to-use tool that would allow it to transfer knowledge to existing customers in a professional manner – while also being a fast and low-cost solution. The aim was also to support acquisition of new customers.

The solution: it was time for a webinar tool! For the company, it was rapidly clear that the obvious choice was GoTo Webinar, GoTo’s event and online conference platform.



Solution

That set in motion a new form of training and customer retention. “We had previously used GoTo’s GoTo Meeting for product presentations and had very positive experiences. The tool is straightforward, fast and reliable,” notes Ulf Melchers. “It took us next to no time to decide to turn to our trusted software provider, GoTo, for a webinar solution too.”

“It may sound paradoxical, but despite having less in-person contact with our customers, by using GoTo Webinar we’ve seen an increase in customer retention and have been able to transfer knowledge about ANTRAGO much more effectively.”

Ulf Melchers

Deputy Marketing & Sales
Director, RR Software GmbH



During the first lockdown, RR Software began offering webinars to its existing customers. Those events were used to present functions and best-ofs of ANTRAGO. “It quickly became a customer hit. We only planned three events originally and now we’re on number 15 – with over 100 live attendees on a regular basis,” says Melchers with a grin.

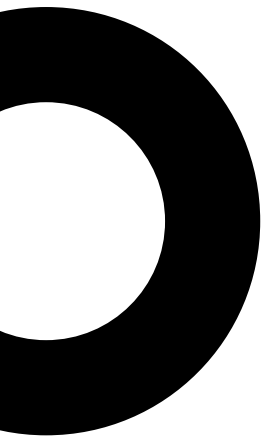
The customer webinars now take place at regular intervals. “GoTo Webinar has enabled us to introduce our product ANTRAGO to numerous users at a range of educational institutions, highlight functions, convey the ‘user experience’ of the software and create added value for our customers.”

That is confirmed by Martin Binieck, a member of the marketing team who is responsible for customer webinars. He adds: “Our webinars have created entirely new possibilities for communication with customers. Thanks to the digital format, our content and training sessions can now be re-used. GoTo Webinar is a great help in that respect. It has a handy recording function, together with a media library, and enables e-mails to be sent out automatically to all attendees. That was a major benefit because it allowed us to step up use of our resources in other areas.”

GoTo Webinar also offers other features that are helpful for RR Software GmbH. “For example, we can run surveys and polls directly, enabling us to engage attendees during a webinar. I was also very impressed by the reporting. That means that I receive an analysis after the customer webinar, which I can view online or download as an Excel file,” says Melchers enthusiastically. “Another big advantage of GoTo Webinar is its stability. We’ve given numerous customer webinars and the technology has never failed – regardless of whether five or 200 people were attending.

If a customer webinar has been well prepared, everything else takes care of itself – thanks also to GoTo Webinar,” says Martin Binieck. “We’re so thrilled with GoTo Webinar that, shortly after its implementation, we created an interface with our education management software ANTRAGO for automated transfer of online training sessions and attendances between the systems. Some of our customers also use GoTo Webinar, so they too benefited from the fast data transfer between the two solutions. It creates clear added value for all education providers offering digital formats.”





“It’s not only for our webinars and online training sessions that we use GoTo Webinar. After six months of experience of holding webinars, we ran our annual customer conference fully online for the first time, using GoTo Webinar exclusively. That involved several workshops, talks and training sessions over two full days – thanks to GoTo’s software, it all went smoothly. Our customers’ positive experiences with the webinars translated into excellent attendance figures. We had over 100 delighted attendees and great success on the sales front,” recalls Martin Biniack.




Result

The introduction of webinar software from GoTo has been a clear success for RR Software GmbH. “It may sound paradoxical, but despite having less in-person contact with our customers, by using GoTo Webinar we’ve seen an increase in customer retention and have been able to transfer knowledge about ANTRAGO much more effectively,” says Ulf Melchers.

That is not all: “Thanks to the intelligent interface in ANTRAGO with GoTo Webinar, our customers could continue to focus on their core business,” emphasises Melchers, adding: “What started out purely as an informational event in the form of customer webinars rapidly became a clear customer highlight and our prime sales channel for new and existing customers.”

The company has seen not only an increase in new customers and sales, but also a rise in the satisfaction of existing customers. By integrating GoTo Webinar, the software company has achieved its goals for digitalising knowledge transfer – quickly, easily and successfully.



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