

GoTo

Sage

Success Story: Sage

“Sales colleagues use Q&A Live as an added benefit to support customers and our frontline call centre teams promote it as a faster way for customers to get their queries answered and their issues resolved. Q&A Live is an industry first and I’m confident that by using GoTo Webinar we can make it the first-choice support channel for our customers.”

Jonny Wright

Customer Services Team Manager, Sage

Sage is the market-leading provider of integrated accounting, payroll and payment systems that help small and medium businesses perform at their best. Sage is trusted by millions of customers worldwide to deliver the best cloud technology and support, with its partners, to manage finances, operations, and people. It believes in doing everything it can to help people be the best they can be, so the combined efforts of 13,000 Sage colleagues working with businesses and communities make a real difference to the world.


www.sage.com



Challenge

When the UK Government’s “Making Tax Digital” scheme went live in the UK, it coincided with the busy payroll year end period. Sage initiated an industry-first live Q&A webinar series to manage a tripling in demand for technical support. Via live daily two-hour webinars, the service provides timely demonstrations and answers questions posted by customers.

Jonny Wright, Customer Services Team Manager, says: “It was the first time anyone in our industry had attempted this type of one-to-many customer support, and we were so encouraged by the response.”



The sessions proved so popular that Sage decided to expand the service to deliver five all-day webinars each day, providing support for different software packages.

Due to increased demand, problems emerged with the software platform because it was not specifically designed for webinar hosting. It struggled to cope with increased usage, and attendees reported problems downloading the software.



Solution

After an initial trial, Sage switched to GoTo Webinar to host its daily Q&A Live sessions. GoTo Webinar offered many benefits that improved the experience both for customers and for Sage technicians. Crucially, access via a web browser meant there was no need to download software – immediately eliminating any software-related problems for customers. Now, attendees simply provide a name and email address to gain immediate access to the webinars.

“The transition to GoTo Webinar was absolutely seamless. The platform is extremely easy to use, with minimal training, and we had excellent support from GoTo. It’s very easy to ramp up provision in response to demand, as we have during the coronavirus crisis, since new technicians can very quickly learn how to use it.”

Sage technicians running the live sessions can more easily find unanswered queries and prioritise the most important questions. By using the ‘camera-on’ mode, they can improve engagement with attendees. The deep analytics available with GoTo Webinar help Sage to measure attendee feedback, gather data on individual sessions, identify common questions, and much more.

For customers, privacy is improved since no names appear on screen. This also eliminates any reticence they might have about posting questions in a public forum.

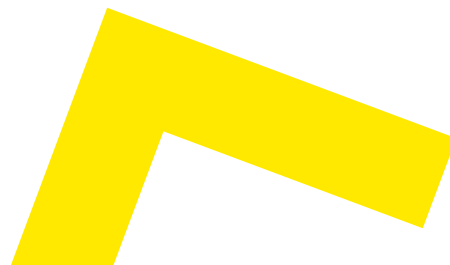
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Results

The Q&A Live service has significantly improved customer service productivity. A frontline agent on the phone can typically answer 35 calls a day. A technician on Q&A Live can answer up to three times as many queries – and many more questions are answered via the live demonstrations.

“Since switching to GoTo Webinar, we’ve had lots of amazing feedback about how much people love this contact channel. It’s interactive and creates a sense of community, there are no waiting times, and questions are answered quickly – so we get a lot of repeat visitors”

Sage Q&A Live has seen a dramatic increase in customer satisfaction scores after switching to the new platform. Before the switch to GoTo Webinar, net promoter scores (NPS) for Q&A Live were around 40 to 60. Afterwards, these increased to between 70 and 80, while customer satisfaction scores averaged more than 95%.

Jonny adds: “Since switching to GoTo Webinar, we’ve had lots of amazing feedback about how much people love this contact channel. It’s interactive and creates a sense of community, there are no waiting times, and questions are answered quickly – so we get a lot of repeat visitors.”

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