



Cogan®

Microsoft®

Live Meeting Case Study – *White Paper*

Why Live Meeting?

In a business where all of the products we offer are custom designed, communication with the customer is essential. Installers, representatives, managers, engineers, and especially clients constantly need to be in touch. Due to large geographical restrictions, it isn't always easy to sit down and have a great conversation where everything was properly communicated; emails can be misinterpreted, phone calls restrict visual connection of the speakers, and different conferencing software, such as WebEx, can be time consuming and expensive. Cogan needed an effective online conferencing system that would meet their needs and create effective communication. After many discussions and demonstrations from Microsoft, the IT department was sold on Live Meeting. All of the department managers as well as the CEO were very impressed with the tools that were offered, and the software was implemented as a regular part of Cogan business.

Satisfying and Convenient

Most of Cogan's Mezzanines and Wire Mesh Partitions are made on demand and all have different measurements. Because of this, fast and consistent communication between Cogan and their customers is essential. In many ways, the new software is very helpful when it comes to these demands. For example, Microsoft Live Meeting helps to make drawing approvals for Mezzanines more efficient. Instead of waiting for emails to be exchanged and many revisions to be approved, the plan drawings for Mezzanines and Partitions can be completed in hours during a Live Meeting, rather than days through ongoing email and phone conversations.

Also, customers purchasing Wire Mesh Partitions can expect a quicker process since the specifications can be communicated more quickly and easily through a seamless meeting software. Door locations can be pinpointed, height, and drawings can be shown and agreed upon quickly. Not only that, but specifications for steel Guardrails are easier to communicate. Whether the customer is looking for a Rack-Pal, a Bollard or a Rail, the dimensions can be discussed and established in a short period of time, making the process much simpler for everyone.

Additional Benefits

Increased productivity is something that all companies strive for in today's quick paced business world. Creating the design for and producing custom products tends to slow down the process before of the special attention needed for each order. However, thanks to the technology that allows Cogan to hold virtual meetings, Guardrails, industrial Mezzanines, and Partitions being ordered can be processed and shipped efficiently. It also helps engineers to discuss the dimensions for Mezzanines and Wire Mesh Partitions with the customers instead of playing phone tag with conflicting messages.

Along with the obvious benefits of increased and better communication, Cogan can also save large sums of money every year using Live Meeting. By being able to discuss new products and innovations of Mezzanines, Security Cages, and Guardrails in virtual meetings, managers and engineers can communicate in this way instead of flying agents and potential customers to Montreal to hold face-to-face meetings. Live Meeting allows them to have productive meeting, for a fraction of the price. Managers can now hold monthly meetings with out of state reps in order to discuss Mezzanines and other accessory sales in their divisions.

The Next Step

Keeping in regular touch with installers, representatives and customers is a tradition that Cogan employees are proud to uphold. Although technology can never replace a genuine face-to-face conversation, it allows for more regular meetings at a great alternative. Holding frequent meetings, whether face-to-face or digital, shows customers that Cogan is trustworthy; it shows they allocate ample time to the client, are serious about getting the order right on the first try, and dedicated to ensure quality and efficiency. Live Meeting allowed Cogan to devote more time to their customers in a cost effective way. In the future, Cogan will continue to offer superior Mezzanines, Partitions, and Guardrails, all while making sure that the customer is involved in the process. Thanks to Live Meeting, the technology is available to allow that to happen for years to come.

