

UberConference & Google Hangouts Increases Productivity and Dramatically Cuts Cost



Ferrazzi Greenlight



A Bright Team with the Right Skills.

Founded in 2003, Ferrazzi Greenlight is Keith Ferrazzi's Los Angeles-based strategic consulting firm and the associated Greenlight Research Institute. Working from

principles developed within the relational and collaborative sciences, the firm's research has proven predictive importance of positive relationships to business success (sales, team performance, and individual career advancement). The firm's extensive application of this research has honed its methodologies for accelerating relationship development and transforming organizational behavior.

Many of Ferrazzi Greenlight's clients are members of the Global 3000 including General Motors, Procter & Gamble, The Royal Bank of Scotland, American Express, Merrill Lynch, Intel, Thomson Reuters, and Deutsche Bank.

Effective Communication.

The company has customers all over the world. While its staff of approximately 50 employees is mainly in the Los Angeles area, they have employees in a number of locations around the world as well. For employees of the Los Angeles office, dealing with the city's immense traffic and commuting issues often made meetings difficult and expensive to organize. Located in the Westside neighborhood of Los Angeles -- one of the most densely populated urban areas of the US -- can make commuting for their staff a real issue.

In addition, the client list is widely dispersed worldwide: European banks, American auto firms, global media firms, multinational financial services companies, computer firms in Silicon Valley and consumer goods firms with numerous offices around the globe.

Communicating with all these clients, as well as with staff living throughout the greater Los Angeles area creates an on-going need for regular teleconferencing, which can be quite expensive. A cost-effective teleconferencing system that is reliable and professional-looking is critically important.

Google Hangouts and UberConference driving innovation.

Before UberConference, the firm was using freeconferencecall.com. Call quality was poor and the team's ability to calendar, schedule, and organize effective meetings was limited. "I think UberConference has given us more of a professional appearance," said David Shapiro of Ferrazzi Greenlight. "It feels more like an enterprise solution with a more robust feature set. It feels like an enterprise product."

"One way that really helped us in terms of how we used UberConference is the new integration with Google Hangouts," Shapiro said. "In the past we have had it split between conferences taking place on Google Hangouts and those that are audio only. Now we have that option for commuters who are able to dial-in to our Hangout. It has helped us increase our adoption of Google Hangouts and video conferencing; we are much closer as a company."

The seamless bridge between UberConference and Google Hangouts has

helped Ferrazzi's team make easy-to-operate, well-calendared meetings. "Because we're able to use UberConference in collaboration with Google Hangouts, we've cut commute costs," Shapiro said. The company is now equipped with the best toolkit to collaborate on effective communications.

"It's visual, which makes it better to avoid roll call at the beginning of the meeting," Shapiro said. "We've saved that fifteen minutes and helped keep our team's concentration."

Value of the Switch

- Ferrazzi Greenlight needed a conferencing solution for their global workforce that is clean and integrated.
- Easy to calendar and control meetings with UberConference and Google Hangouts. Also builds a professional brand with a consistent phone number and URL.
- Saves fifteen minutes every meeting, looks great, and allows for streamlined access.

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