



All-in-One Virtual Meeting Solution  
Provides Vantage Group Significant  
Cost Savings on Focus Groups



# ALL-IN-ONE VIRTUAL MEETING SOLUTION PROVIDES VANTEDGE GROUP SIGNIFICANT COST SAVINGS ON FOCUS GROUPS



Full-service insights, analytics and optimization strategies firm Vantage Group helps their customers drive business growth by providing quality services like primary market research, customer relationship optimization, data visualization and performance analysis. Vantage's full suite of actionable intelligence solutions provides customers a full complement of service offerings to acquire more customers, build higher-value customer relationships and increase marketing effectiveness. To earn customer satisfaction, the firm must deliver on three elements in their value-added services: more robust insights, in less time and for less money.

Conducting primary research focus groups online with video conferencing software allows them to meet all three expectations, according to Vantage Group's Managing Partner and Founder Read Ziegler, who oversees day-to-day operations and leads strategy development and activation. However, the real challenge was finding a solution that offers all the benefits of virtual meetings without any of the drawbacks of subpar virtual meeting software (such as difficulty joining, technical glitches and cumbersome downloads).

After considering several competitors for their conferencing needs, Vantage chose iMeet® by PGI, all-in-one audio, video and web conferencing.



## VIRTUAL FOCUS GROUPS MADE EASY WITH iMEET

iMeet's slick and intuitive interface, one-button joining and accessibility from any device delivered the simple and engaging experience that Vantage needed for virtual focus groups. Participants with all levels of experience with video conferencing, even beginners, felt comfortable logging in and navigating the interface and even wanted to learn more about the platform on their own.

In fact, on a scale of one to 10, Vantage's iMeet experience ranked at 10 in terms of simplicity and ease of use across all focus groups, according to Ziegler. "Quite honestly, people have come to expect technical problems on these things, but we had no issues. That's a big win," he said.

This convenience, seamlessness and ease of use offer a critical value to Vantage's clients: making participation easier than ever. Getting people to attend a traditional focus group is increasingly difficult, Ziegler said, but now with fewer barriers to joining the events, Vantage can attract a larger group to participate online.



"When the technology's complicated, it throws off our whole reason for being there, and it becomes very disruptive. But it was interesting to see how quickly the focus group participants became comfortable with iMeet, even over the course of 45 minutes. They actually said, 'I feel like I'm sitting in a room with everybody.'"

— Read Ziegler, Managing Partner and Founder

## A Better User Experience for Internal and External Collaboration

About 57 percent of information workers now collaborate both inside *and outside* their companies every day, according to Forrester. Efficiency and intuitiveness are more important than ever when choosing video conferencing software so external guests like partners and customers can quickly and easily join virtual meetings without any training.

iMeet by PGI delivers the utmost user-friendly experience for hosts and guests alike with best-in-class features:

- iMeet's cloud-based, browser-based platform requires no downloads. Users only need their host's dedicated URL to enter the virtual meeting room.
- Auto-Connect™ eliminates the need for dial-in numbers and pass codes. Instead, iMeet calls the guest in just one click.
- Users also have the option to join in one click through iMeet's mobile apps for on-the-go meetings from any device.



## iMEET CUTS VIRTUAL MEETING COSTS IN HALF

After conducting just three virtual focus groups in iMeet, Vantedge says the solution:

- **Lowered meeting costs:** iMeet dramatically reduces the costs of facility fees alone. On average, a meeting space costs the company between \$1,500-2,500, which can account for up to half the total cost of a single focus group. Additionally, meeting virtually in iMeet reduces other costs like paying for the moderator's travel time, equipment to record focus groups (recording a meeting is free and easy in iMeet) or incentives and compensation for participants. iMeet's cloud-based, all-in-one conferencing also offers Vantedge predictable costs and bundled savings.



"We know we're getting a high ROI. Conservatively, executing an event through iMeet easily saves us one-third to one-half the costs of a traditional focus group."  
— Read Ziegler

- **Increased productivity:** When attendees arrive stressed—whether it's because they had to beat traffic and find parking or because they're frustrated by downloads and confusing software—Vantedge sees lower quality output from the focus group. Now that attendees can easily log on to iMeet from wherever they are and on any device, less time is wasted, and participants engage in more productive conversations without worrying about the technology. Paired with features for engagement and HD video quality, Vantedge's virtual focus groups now produce better insights for their customers.
- **Decreased travel time and expenses:** Virtual focus groups also eliminate travel altogether and reduce the time it takes to plan and execute a focus group since there are less logistics.

"We're all super busy, but iMeet makes it easier for people to participate and engage. The chances of us getting full attention and participation diminish after people drive in traffic for 45 minutes. That stress does have an impact," Ziegler said. "Now they're happy to be there and in a much more comfortable environment to join the conversation."



### DID YOU KNOW:

Employees experience 82 percent less stress, 80 percent higher morale and 70 percent more productivity from telecommuting, as well as 69 percent less absenteeism.

Source: PGI Survey

The high quality experience that iMeet produces for participants helps Vantedge deliver more value so that satisfied customers successfully grow their businesses, and as a result, Vantedge grows, too.

"A lot of providers are providing a product, but PGI didn't sell us a *product*. They gave us a *solution* to meet our business objectives," Ziegler said. "If you're really trying to add value to your business processes and achieve an ROI, you need to find a solution."



## Vantage Group's Success

### Challenge

To achieve more robust insights from focus groups in less time and for less money, Vantage Group needed a solution reliable and easy enough for even beginners to instantly use.

### Solution

Vantage used PGI's all-in-one audio, video and web conferencing solution, iMeet®, to make joining and participating in virtual focus groups simple, convenient and comfortable for participants.

### Results

Vantage reduced travel time, as well as meeting costs by up to 50 percent. iMeet's efficiency helped Vantage host more meaningful conversations and produce more valuable insights to clients.

## ABOUT PGI

PGi is the world's largest dedicated provider of collaboration software and services. We created iMeet®, an expanding portfolio of purpose-built applications designed to meet the daily collaboration and communications needs of business professionals, with solutions for web, video and audio conferencing, smart calendar management, webcasting, project management and sales productivity. PGI's award-winning unified communications and collaboration (UC&C) solutions help nearly 50,000 businesses grow faster and operate more efficiently. To learn more, visit us at [pgi.com](http://pgi.com).

