



Comfort Company. Case Study.

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Pine Cove / Case Study

Comfort Company



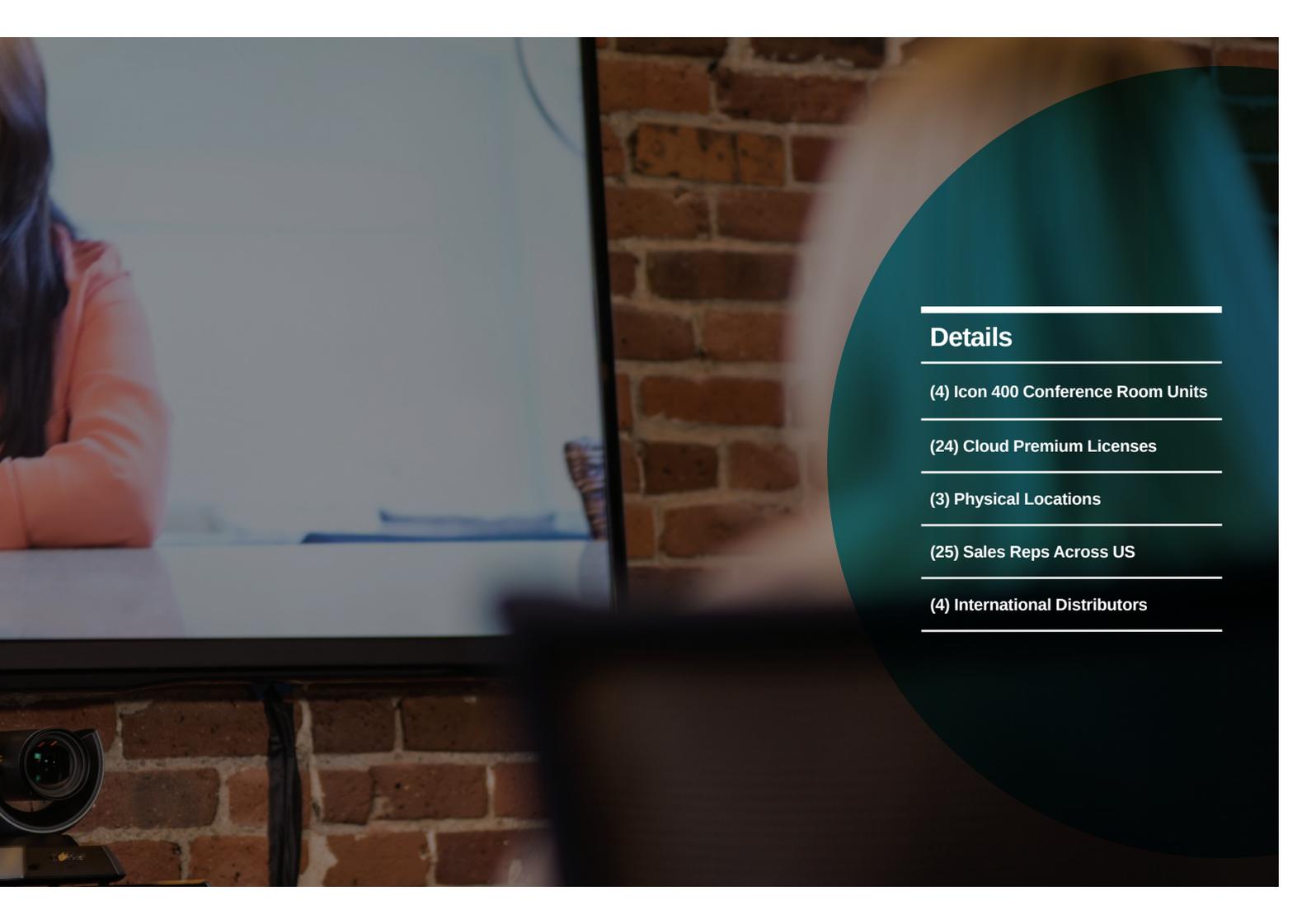
Lifesize's cloud-based video communication technology is helping the company save time, money and resources.

In 1990, when Montana-based Comfort Company first began manufacturing seating and position equipment for geriatric and rehabilitation patients and people with disabilities, training and sales activities were conducted in-person, sometimes requiring expensive and time-consuming travel.

As the company continued to expand its global workforce to include a greater number of remote direct sales representatives and international distributors, the need to more affordably

and easily connect salespeople across thousands of miles became evident. In search of this perfect communication solution, Comfort Company connected with Lifesize and Pine Cove Consulting, a leading technology consulting firm in the Northwest.

We recently spoke with Eric Murphy, vice president of marketing at Comfort Company, to learn how Lifesize's cloud-based video communication technology is helping the company save time, money and resources.



Details

(4) Icon 400 Conference Room Units

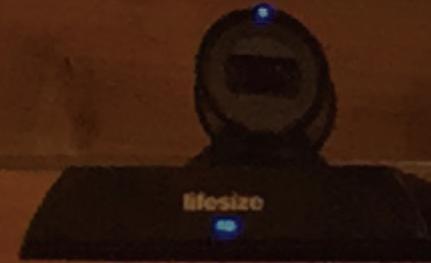
(24) Cloud Premium Licenses

(3) Physical Locations

(25) Sales Reps Across US

(4) International Distributors

Why Lifesize and Pine Cove Consulting?



Why did you choose Lifesize?

Everything we do is about making it easy for our customers, B2B distributors and medical providers. We spend a lot of time educating providers so they understand why they need our products and consequently ask distributors for them. If we have a great product, but our providers and distributors aren't aware of it or we aren't using a platform that allows us to easily communicate with them, then our relationship is affected and they'll go elsewhere.

We'd been talking to Lifesize for a couple of years, but it never seemed to be the right time to implement the product. As our company grew, however, the need for a communications

solution became critical. Lifesize has a reputation for excellent conference room systems, but around this time Lifesize also began offering cloud-based services along with pay-as-you-go payment options — a perfect match.

Allowing us to try the Lifesize demo before we actually committed was crucial (until we saw the demo we thought, "How will we know if this is really different from other video conferencing options?"), but the demo was amazing! After the demo from Pine Cove Consulting and Lifesize, we immediately realized the Lifesize product's value. We used it for 8 hours straight — and we were sold. We also selected three Icon conference room systems to complement the service.

Comfort Company / Locations / Customers / Sales Regions



Physical Sites

Bozeman and Wisconsin

Distributors

Amsterdam, Columbia, Argentina,
Italy, Ireland, and Japan

Sales Reps

West Coast, Midwest, East Coast

Why / Change?

**Save time.
Reduce
frustration.
More
productive.**

Comfort Company / Philosphy

“Lifesize has saved our sales representatives valuable time, has significantly reduced frustration and ensures that our client meetings are productive.”

Eric Murphy
Marketing Director

Comfort Company / Case Study

How has Lifesize changed how you do business?

We have 23 remote sales representatives — and about 10 of them are international distributors. Products are updated constantly, and training must be done daily. Prior to incorporating video conferencing solutions, our salespeople had to travel to our customers, which was expensive and taxing on them. We started using GoToMeeting, but it was always a challenge to share anything, and the quality was poor — our video conferencing solution ended up exactly like those YouTube spoof conference calls!

“Since we can spend up to 8 hours a day on video conference calls, it was imperative that we find a high-quality product.”

The Lifesize application has saved our sales representatives valuable time, has significantly reduced frustration and ensures that our client meetings are productive.

Are you using Lifesize in any way you didn't expect?

Our Human Resources department is also using Lifesize. Generally when we try to hire a new employee, we start with a phone interview. If it goes well, we fly the candidate to our headquarters in Montana. This can be expensive and time-consuming for all parties. Lifesize's collaboration platform allows us an easy, seamless video conferencing tool to get a better feel for candidates' body language and how they react to questions than we would by simply conducting a phone conversation — and it's a lot less expensive than flying candidates to headquarters.

Which Lifesize features do you use the most?

Our sales representatives are always traveling, so we use the Lifesize software app quite a bit. We have a lot of calls that include a handful of people on video conferencing and others who are calling in. We do a lot of share screen applications.

We also lean heavily on Skype for Business, and with the seamless integration with Lifesize we can still use this tool.

The Lifesize chat feature is good when you want to ask a question during a demo or presentation — when you want to “IM” questions, but don't want to interrupt the presenter.

What results have you seen since implementing Lifesize?



Better

Relationships

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Save on

Travel Time

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What results have you seen since implementing Lifesize?

Lifesize has helped improve relationships with providers and distributors and has greatly decreased travel time.



Better

Communication

We are also communicating more effectively internally, eliminating a substantial amount of wasted time. This is especially important since our recent international growth came a lot faster than we anticipated.

One of our employees who works with international and local customers had to fly to their locations to conduct trainings before we started using Lifesize. Since we implemented Lifesize, however, he has been able to cancel those trips and do all

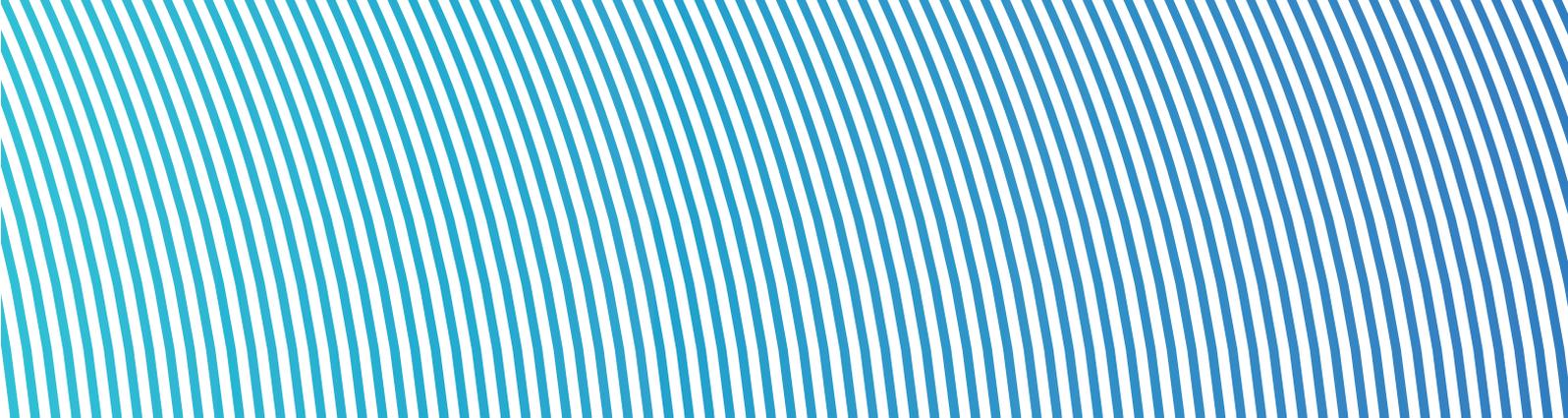


Saving

Money

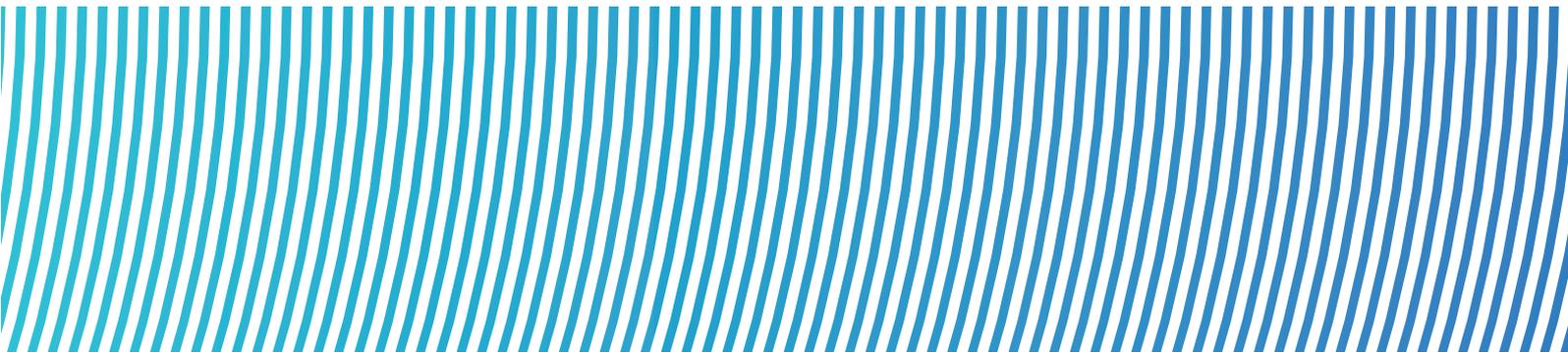
of his training using Lifesize. We also have salespeople who are spread out all over the country, and we constantly meet with them via Lifesize; now things run much more smoothly.

“Lifesize’s cloud-based software application and their camera and phone systems has provided a scalable, cost-effective video conferencing solution that is above and beyond any solution we have used before — and we’re reaping the rewards just in time.”



Learn more

Hear how other customers are using Lifesize to transform their businesses at: www.pinecc.com/casestudy



Contact a Pine Cove Representative to learn more
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