

William Mills Agency



{ The nation's preeminent public relations firm
for the financial industry. }

Case story

At William Mills Agency, Web communication tools provide medium for remote offices and client contact

"I have employees in four different locations. By using Netop Live, I feel like my remote employees are just in the next office. Often being a remote employee can produce challenges but with Netop Live, we have been able to eliminate those worries. As a team, we use Netop Live daily, and it has increased our productivity being able to communicate quickly and securely."

*Catherine Laws
Senior vice president.*

Challenge

As a communications firm specializing in the financial industry, WMA employees are constantly handling confidential information in a high-touch environment. The Atlanta-based company recently expanded its geographical footprint by opening remote offices in Florida, North Carolina, Maryland and Washington state as well as Paris, France, developing a need for instant and collaborative communication.

Solution

WMA implemented Netop Live Secure Communicator in August 2006 to improve its daily communication internally as well as with remote employees and clients. Netop Live provides a variety of services including call routing, co-browsing, desktop application and document sharing, instant messaging with no download chat, one-button "push to talk", and video and audio conferencing. This allows WMA to securely communicate for brainstorming, editing, planning and information sharing purposes.

Result

WMA has seen an increase of its daily communication with both employees and client contacts with Netop Live. The product has enabled WMA to improve the internal relationships of Atlanta-based employees with remote employees by providing real-time communication through the Web. Having the added video capability also gives remote employees more of a sense of being in the Atlanta office. Lengthy and

time-consuming email correspondence is eradicated as WMA employees now use the secure chat for immediate communication with one another.

The desktop application and document sharing allows WMA employees to access colleagues' and clients desktops with permission and review confidential files and documents together. Netop Live has enhanced clear communication for WMA as edits and ideas are no longer lost in various versions of documents. Due to the collaboration of the Netop Live services, WMA is able to have full contact with employees and clients by securely using file sharing along with video and audio conferencing.

Summary

William Mills wanted to improve the timeliness and quality of internal communications and allow employees to work from remote offices more easily.

Netop Live Secure Communicator software was implemented, to securely allow WMA employees to collaborate and meet online with each other and with clients.

William Mills was able to form cross-geography teams to serve their clients more efficiently with the right expert resources.

Client *William Mills Agency*
Country *United States*
Industry *Public Relations*