The Power of We

Empowering PGi Customers with Meaningful,
Collaborative Support Communities

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EMPOWERING PGI CUSTOMERS WITH MEANINGFUL, COLLABORATIVE SUPPORT COMMUNITIES

Businesses are increasing implementing social tools to engage customers without negatively impacting their bottom line. Forrester Research reports that a growing number of people expect businesses to provide digital customer support through online chat, forums and resource centers. As a thought leader in the collaboration market, virtual meetings experts PGi recognized the opportunity to facilitate meaningful, collaborative conversations with users through these groundbreaking digital forums.

In 2012, PGi publically re-imagined customer support by launching dynamic, user-supported communities for PGi virtual meeting solutions iMeet and GlobalMeet. The collaborative support communities facilitate interactive, social environments for troubleshooting, collaboration and thought leadership online.

The profound impact our user-based intranet community had upon our company and internal collaboration practices made it clear that digital communities are shaping the way businesses share and store information. These communities enable customers to maximizing the virtual meeting experience—from searching for technical support issues or communicating

directly with PGi Customer Care or other iMeet and GlobalMeet users.

By providing free and immediate access to available product documents, participation in user-generated dialog and interaction with PGi Customer Care agents—including 24X7 live chat—digital communities offer support solutions that empower customers. Dialog and questions become resources for every member of the communities, contributing to a powerful, continually growing, "one-to-many" system.

This approach not only empowers customers, but it also gives PGi Customer Care a way to increase support capacity for many more customers in digital environments without adding additional people resources.

How the Groundbreaking PGi Customer Communities Began
The groundbreaking iMeet Community first launched in July 2012, closely followed by the GlobalMeet Community. Users of PGi's next-generation audio, web and video conferencing solutions collaborate on best practices, get answers to technical or account questions and learn how to drive business goals through better online meetings. For optimal social business

2

collaboration, both interactive, online forums use software platforms by Jive®, the world's leading provider of social business solutions.

"The success of the iMeet Community proves that for most people, a quick search on the Internet is a first stop for finding answers. Giving users the ability to share ideas, post question and receive information opens even more doors for collaboration. With the launch of these communities, we continue on our quest to provide excellence in customer care in a format that is familiar and accessible to our users." —Sean O'Brien, EVP, Strategy & Communications, PGi

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Designed for users of its cloud-based video conferencing solution, the iMeet Community was a tremendous success for both customers and PGi—receiving more than 30,000 page views in October 2012 alone. In fact, nearly 20 percent of iMeet customers joined the iMeet Community in the first three months after its launch. By using the iMeet Community to support new product launches, PGi realized significant traffic increases without placing additional burden on Customer Care representatives. For example, community posts about the iMeet 2.5 feature upgrades resulted in over 11,000 page views during the week of the launch in October 2012.

Built on the same platform as the iMeet Community, but with GlobalMeet integrated audio and web conferencing users in mind, the GlobalMeet Community is an integral

component of PGi's continuing commitment to providing the very best in customer care—a practice that continues to evolve as collaboration methods and solutions advance into the new era of customer outreach and support.

Continuing Forward with the Evolution of Customer Care
The primary purpose of offering online support communities is not to solely provide the best digital care resources available; PGi wanted to change the conversation. PGi builds community environments to reach users who have established online behaviors and who can gather information on our products in ways they already know and use, including web search.

Today, users ask PGi's team of meetings experts about how products function: "How does iMeet work?" and "How does GlobalMeet work?" As the communities evolve, the conversation will focus more on: "How does iMeet help me work better," or "How does GlobalMeet make my business more efficient?" PGi strives to foster conversations about all aspects of collaboration to educate modern business users on not only the tools they use, but the very foundation of how they collaborate and get work done in today's constantly evolving global business ecosystem.

"Our more forward-looking customers use external communities for customer service and have experienced tremendous benefits. Whether through web, social or chat, it's a growing trend among businesses, and PGi leads the way with their new iMeet Community. By providing an innovative approach to customer care, users will not only connect more with the brand, but they will also take an active role in helping other users become successful. In today's social era, customers are empowered—and online communities where companies are actively listening, engaging and responding to questions are what users want and need."
— *John F. Rizzo, Chief Marketing Officer, Jive*

By tapping into the energy of customer empowerment and engagement, the GlobalMeet Community responds to the social, interactive era that we all live and work in, satisfying the demand for a different kind of customer service that drives business value, as well as customer value.

"The GlobalMeet Community provides a canvas for users to not only solve challenges, but expand their understanding of the product, share their ideas and successes. Companies like PGi are using social business to listen, engage and respond to their customers in a more granular, personal manner—which often leads to improved customer satisfaction and loyalty." — *Christopher Morace, Chief Strategy officer, Jive*

PGi continues to incorporate even more customer engagement trends, such as gamification principles and social media integration, into its groundbreaking customer communities. Being at the very heart of these trends for next-generation product development and internal employee collaboration, PGi will continue to expand digital communities to provide the very best in customer care to every single user, anytime, anywhere in the world.

ABOUT PGi

PGi has been a global leader in virtual meetings for 20 years. PGi's cloud-based solutions deliver multi-point, real-time virtual collaboration using video, voice and file sharing technologies. PGi solutions are available via desktops, tablets or mobile devices, helping businesses worldwide be more productive, mobile and green. PGi has a global presence in 25 countries and an established base of more than 35,000 enterprise customers, including 75% of the Fortune 100. In the last five years, PGi has hosted nearly one billion people from 137 countries in over 200 million meetings.

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