

# REDUCING COSTS AND INCREASING SALES THROUGH VIRTUAL IN-SERVICING

**COMPANY TYPE** Advanced Wound Care

**TARGET AUDIENCE** Hospitals, Skilled Nursing Facilities

**SIZE OF AUDIENCE** 6,000 healthcare professionals

**TIMELINE** 2 years

## CHALLENGE

Our advanced wound care client needed to provide in-servicing to its customers, but deploying a clinical team for on-site training was not cost-effective. Our client needed a solution that allowed them to maintain a high level of customer satisfaction, reach their customers when they were available, and help them reduce in-servicing costs.

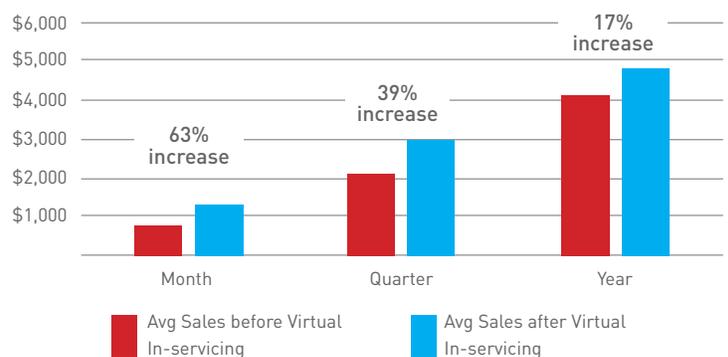
## SOLUTION

We used virtual, web-based in-services to reach the client's customers during first, second, and third shifts. Over a 2-year period, our team of trained product specialists conducted over 10,000 virtual in-services for 6,000 healthcare professionals at approximately 4,700 healthcare facilities. The average in-service length was 45 minutes.

## RESULTS

Our client saw a 63% increase in sales the first month after the in-service vs. the month before. The virtual in-services have also received a 97% customer satisfaction rate, with customers saying the experience was "interactive", "easy to understand", and "engaging."

SALES BEFORE AND AFTER VIRTUAL IN-SERVICING



## WHAT CUSTOMERS ARE SAYING

"I think that this type of training should be the norm not the exception. Our trainer was very knowledgeable and answered every question we had."

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"I liked that Skype was used instead of just watching slides so you could ask questions while you were doing the procedures."

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"The instructor was very skilled and was able to make the experience easy to understand."

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"I liked the visualization of the demo and the enthusiasm of the instructor."

We can help you educate your customers more cost-effectively through virtual in-services. Contact us at [info@mmcglobal.com](mailto:info@mmcglobal.com) to **schedule a demo**.

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