

PictureTalk

Need to Please All of the People All of the Time? Yes You Can.

Imagine setting up a new computer or software system for a company – hundreds of new users, each and every one calling you, sending you e-mails with their questions and pleas for help. And every one wanting answers now - right now - in fact, yesterday world work.

Got the picture? These kinds of urgent needs are what Jill McNamara handles every day. She's an independent training and development consultant, and her work depends on getting people answers. That's why she uses PictureTalk. "E-mail just isn't effective enough in responding to people," explains Jill. "How many people really read their e-mail? Even I skim mine." It's critical to Jill that people really understand how a system or software package works and that they are able to use it. "With PictureTalk, I can give consistent answers to everybody – and do it quickly and efficiently."

PictureTalk lets Jill walk everyone through a training session at once. It doesn't matter where she's located or where the users are located. Everyone can sit in front of their computers and view the lesson Jill's covering. They listen and learn as Jill teaches them how to operate the new software. Have a question? Raise a "virtual" hand, and Jill responds. She also appreciates the polling feature included with PictureTalk, allowing her to get feedback from her viewers, and further ensuring that people understand what she is showing them.

Besides the consistency Jill gets with PictureTalk, speed is also key. She remembers a situation when she was working with a company that needed to keep a strict eye on the bottom line, and at the same time needed to train its users. "We didn't have the funds to travel. We didn't have the time to build an e-learning course." But what they did have was a live instructor and PictureTalk. "We invited everyone to attend our training session on a certain day. For those who couldn't travel to where we were, we had PictureTalk. They could see the presentation and hear the audio." Jill and her team accomplished their goals, within their budget and on time.

What's more, Jill counts on PictureTalk's reliability to reach every user. "The way the product is delivered, even users with low bandwidth see what is there quickly. PictureTalk's unique capture frame technology is also helpful. The frame doesn't turn green until the last person is seeing what I see. That way, I don't worry about leaving someone behind." And, she adds, it's rare that someone gets "bounced" or knocked out of the conference with PictureTalk – a real difference from her experience with other web conferencing tools.

"PictureTalk's reliability goes beyond their terrific product," says Jill. "Their technical support really has made a difference. For example, while I've been using PictureTalk for years, I was not as familiar with the new version. I couldn't figure out how to report out and I sent an e-mail to PictureTalk's help desk. Within 25 minutes, Andrew wrote back and told me how to find what I needed."

Consistency, accessibility, speed and reliability. "PictureTalk does help me please just about everyone – including me," says Jill.