

PictureTalk

A “Can-Do” Attitude that Makes an Impression

“It was a critical moment,” says Bill Nix, President of both WorkLife, a learning management company that designs and develops courses for employees, and Praktikos Technologies, which offers its customers a turnkey web site solution. Bill was eager to add a national trade organization to Worklife’s roster of clients, but faced some resistance from members who viewed them as competition.

Enter PictureTalk. “The chief operating officer suggested we develop a webinar on a subject of interest to their members,” remembers Bill. “Twenty of them conferenced in and connected through PictureTalk. We used both PictureTalk’s chatting feature and the polling tool. Everything went great.”

So well, in fact, that a surprising thing happened. “One of organization’s members said, ‘Sure, the material was great. They’re hired. But far beyond that, we need to do our meetings this way – now this is the way to meet!’ Our company gained credibility through our use of PictureTalk, with the trade organization not only choosing us but also overwhelmingly supporting a move to doing ‘virtual’ meetings with PictureTalk.”

For Bill and his companies, that’s the difference PictureTalk makes. And it’s not just the features and tools that the PictureTalk product and service provides. “I know there are other products out there similar to PictureTalk,” says Bill. “What makes me a loyal user is PictureTalk’s personal touch and personal service. As a team, the people at PictureTalk are there to support us. Compared to other providers, there’s a noticeable difference with PictureTalk. It’s a ‘can-do’ energetic edge. They’re very responsive.”

For example, when a new employee at Praktikos needed training, Bill’s PictureTalk account manager was on vacation. No problem – another member of the PictureTalk team immediately took the call, saying “Okay, let’s do it now.” And they did, spending more than an hour in getting Bill’s new employee up to speed. “I was impressed – PictureTalk team members provide us with immediate, superior customer service.”

It’s that kind of responsiveness that Bill understands and values – a “can-do” attitude that makes sure needs get met and work gets done.