



Case Study: Malik Management Zentrum St.Gallen

Taking customer acquisition to a new level.

With its Syntegration® method, Malik Management Zentrum St.Gallen applies scientific insights to business management. It is a highly effective method, but generally requires extensive explanation before new clients recognize its potential. Malik uses Netviewer's Web conferencing service to hold individualized online presentations with potential clients as a way to reduce inhibitions and save time. As a result, consultants obtain significantly better reactions from the initial contact as well as enthusiastic feedback.

Taking advantage of every potential for knowledge

Syntegration® can help corporations and other organizations comprehensively resolve very complex challenges. With this approach, Malik Management Zentrum St.Gallen looks to the laws of nature for answers. Malik's consultants transfer findings from cybernetics and biology to the communication structures within a team so that the knowledge of key employees is networked as efficiently as possible. This effective and concentrated approach aims to generate concrete measures as quickly as possible for efficiently resolving problems. Each participant makes his or her own contributions to the solution, which helps ensure sustainable implementation. However, acquiring new clients can be a challenge for Malik.

Although Syntegration® is an exciting service, it generally requires extensive explanations before new clients are ready to sign on. „Most of the people we talk to have very little time,“ explains Patrick Fenzlaff, a consultant at Malik. „On the other hand, simply sending a presentation to a client is never as effective as a personal meeting at the company.“ To help close this gap, Malik decided to use Netviewer's onezmeet Web conferencing service. In one easy step, Malik employees can establish a visual connection to another PC – facilitating communication with another person or an entire group of people.

malik
management zentrum st.gallen

Malik Management Zentrum St.Gallen is one of the leading European providers of management consulting and management education. Through proven interaction of cybernetics and general system theory, experienced consultants at Malik provide support for managers at numerous companies throughout the world – from medium-size companies to global industry leaders. Malik employs approximately 200 people with locations in St.Gallen, Zurich, Vienna, London, Toronto, and Shanghai.

**netviewer**

Malik uses Netviewer in a variety of scenarios:

- Sales: To discuss presentations and proposals with potential clients, to overcome inhibitions, and save time.
- Online seminars: Non-committal, open, and interactive presentations of the company and its service for potential clients. Dates are advertised on the company's website.
- Project work: Internal communication is greatly simplified – especially when colleagues are located in multiple locations, at their home office, or on the road.
- IT support: Employees and licensees are supported at any location in the world.

Saving several thousand euros

There are major benefits to using Netviewer, especially during the customer-acquisition process. According to Patrick Fenzlaff, potential clients are much more willing to agree to a meeting when it does not require any organizational effort or take much of their time. „There have even been cases where a potential client agreed to a ten-minute meeting but wound up staying for more than an hour because he found the technology and the subject to be so fascinating.“ In addition, consultants covering the German-speaking countries greatly reduce the amount of time and money they spend traveling. For example, if a client is located 500 kilometers away, Web conferencing can save several thousand euros – for a single meeting – in terms of daily expenses and travel costs.

When selecting a Web conferencing service, data security and the ability to initiate ad hoc sessions (without previous planning and installation) are of the highest priority. Netviewer fulfills both of these criteria without exception. In most cases, Netviewer can even pass through firewalls without any difficulty by utilizing the Internet port. „Launching the solution was incredibly easy,“ according to Patrick Fenzlaff. „We just distributed the start file, gave our employees a brief explanation of how it works, and that was it. The feedback was very very positive.“

Enthusiasm on the rise

As time goes on, more and more departments within the company are becoming aware of Netviewer and using the service more frequently, helping them to work more efficiently with each other. Patrick Fenzlaff adds: „In terms of consultants alone, we have 160 people that can use Netviewer – and we get excellent results. But I see very clear benefits to using the service in almost every department.“

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PATRICK FENZLAFF
CONSULTANT

The advantages at a glance

- Discuss offers and presentations at any time
- Lower inhibitions in meetings with clients
- Easily integrate colleagues at other locations or while travelling
- Can be utilized in an ad hoc manner without advance work or expense
- Intuitive operation
- Certified data security
- Just one click away for every employee
- Works with almost any firewall

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