

## Interoute – Case Study

**“By using Virtue’s Internal Communications Effective solution to conduct sales training sessions we have seen a dramatic decrease in cost of communicating with our European sales force, management visibility of sales training has increased, and my UK team is more knowledgeable of our product offering as reflected through our improved cross-selling.”**

**Giles English – UK Sales Director, Interoute**

### European-Wide Sales Training

Interoute is Europe’s fastest growing telecoms providers and is owner operator of Europe’s most advanced and densely connected voice and data network. It delivers intelligent, customer-controlled network services to a diverse range of businesses including mobile operators, service providers and enterprise customers. Interoute delivers a host of products and services to a number of industries, from VPN and network services to solutions for the Media industry.



**Interoute – Sales Training**

With sales offices located across Europe, and sales personnel dispersed around the region and in the field, Interoute was faced with a common business challenge: providing timely up to date sales training, to the entire sales organisation at an affordable cost.

Virtue provided a webcasting-based solution to meet those needs, and do so very cost-effectively. All of the webcasts were made available for on-demand viewing over the company’s intranet for viewing as and when needed. Interoute realised further benefit from the solution by utilising its product training as client-facing sales tools, used to follow-up leads.

### Interoute

Owner and operator of Europe’s most advanced and densely-connected voice and data network - delivers intelligent, customer-controlled network services to a diverse range of businesses.

### Industry

Telecommunications

### Location

Europe

### Business Challenges

- Ongoing sales training to widely dispersed sales force is proving to be costly
- Inability to deliver personalised information with existing communication mediums, at an affordable cost

### Solution

- Virtue Internal Communications Effective – Cost-effective internal communications webcasting solution
- On-demand versions available on centralised sales portal

### Benefits

- Reduction in internal communication and travel costs
- Faster dissemination of information to entire sales force
- Create a repository of sales training information for access anytime, anywhere
- Leveraged investment by creating a client-facing sales tool to follow-up telesales calls