

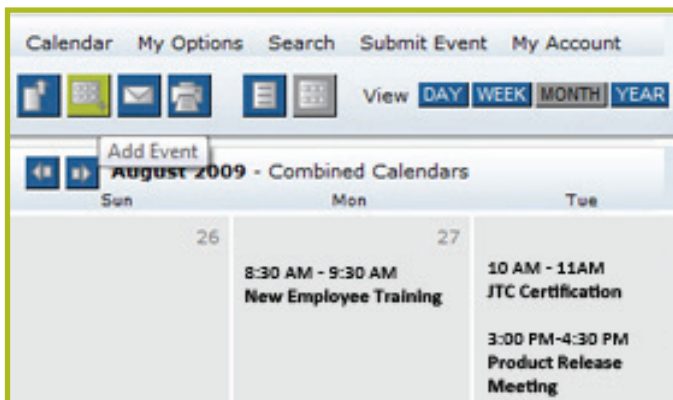
# EMS Case Study *Leading Technology Company*



## Double-Duty: Master Calendar as External/Internal Information Source

For a busy technology company, having a website where information on customer training sessions, company tradeshow appearances and product webinars could be posted for clients and prospects was not enough. The volume of events they participate in and the need for continual updating made it impractical to publish a complete list on a static web page.

What's more, they wanted to make a wide variety of internal information, previously contained in many official and unofficial calendars, available company-wide through one standard interface.



## Fast Facts

- Both external and internal information posted to **Master Calendar**
- Event details and HR information online results in **75% reduction in phone calls**
- **Event Attendance has grown** since implementing Master Calendar

## Stopwatch Install

After considering all the options, the company implemented EMS Master Calendar. "From an IT perspective, getting Master Calendar up and running was a piece of cake. It was really just a matter of minutes to install the software," says the company's webmaster.

"What took a little longer was for the other departments in our company to decide how to take advantage of the system's power and flexibility to advertise our products and services and communicate with our employees. But they certainly weren't complaining about having some great options to ponder!"

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## Dynamic Details

Ultimately the company decided to make information available in multiple ways. First, the Master Calendar RSS (Really Simple Syndication) feed functionality is used to automatically generate and maintain an up-to-the-minute list of important events to be displayed on their website Events page.

Next, a link on the page gives site visitors the option of seeing the main Master Calendar window, where they can choose an individual calendar, or multiple combined calendars, to view. In addition to these public calendars, a number of private calendars were also defined and made accessible only to staff members.

And finally, system-generated event reminders, calendar subscriptions, the Email a Friend function and the ability to add an event to your personal calendar ensure that customers, prospects and staff members never miss an event that they're interested in.

In one particularly valuable application of this type of notification functionality, members of the company's professional services team all subscribe to the Customer Training calendar, and are automatically notified when a new customer's training dates are added or changed.

“From an IT perspective, getting Master Calendar up and running was a piece of cake.”

## The Silent Treatment

“Before we brought our Master Calendar online, it wasn't uncommon to get calls from customers and prospects who needed information on a particular event and were fairly irritated because they couldn't find it,” says the company's event coordinator.

“Having event details available online through a very user-friendly interface has resulted in *at least* a 75% reduction in phone calls. And it's not due to a decrease in interest; event attendance has actually grown.”

She continues, “Internally, our HR department has seen a similar decrease in calls and emails now that the basic information our employees need is readily available online.”

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For more information on Dean Evans & Associates, and the company's event management and master calendaring software products, go to [www.dea.com](http://www.dea.com) or contact the Sales department at [sales@dea.com](mailto:sales@dea.com) or 1.800.440.3994 ext. 863.

