



# MERCEDES-BENZ USA STAYS AHEAD WITH AUDIO-INTEGRATED VIRTUAL TRAINING

For 50 years, Mercedes-Benz USA (MBUSA) has successfully sustained a leading position as a luxury brand in the automotive industry. The U.S. company distributes and markets Mercedes-Benz, smart and Sprinter products across the country, requiring prompt overseas collaboration and nationwide communication with hundreds of local dealerships.

To keep up with the digitization of car buying, MBUSA uses audio-integrated webinars and operator assisted audio conferencing for faster information sharing.

## FASTER INFORMATION SHARING MATTERS MORE THAN EVER

Before a consumer even steps into a dealership, they may have visited

the website, chatted online with a representative or posted a question to a social media page. With extended contact before, during and after the car buying experience, employees must know the latest information to better serve the informed consumer and ensure that every point of contact is consistent.

How can instant, widespread information sharing happen among a geographically dispersed workforce of over 1,600 employees nationwide and the associated dealerships that employ more than 22,000 additional employees?

To meet his large-scale event needs, Learning Architect Surya Boonphadung utilizes virtual webinars to effectively communicate with 362 dealerships and corporate participants from the MBUSA headquarters in Montvale, N.J. He hosts periodic operator assisted events to



### CUSTOMER

Mercedes-Benz USA

### INDUSTRY

Automotive Distributor

### HEADQUARTERS

Montvale, N.J., 374 dealership locations

### YEARS IN BUSINESS

Since 1964

### SOLUTION

GlobalMeet® Audio and Operator Assisted Audio

CHALLENGE	SOLUTION	RESULTS
To communicate effectively with employees and maintain consistent branding, Mercedes-Benz USA needed a solution for faster information sharing with a geographically dispersed employee base.	GlobalMeet® Audio integration with web offers visual, large-capacity presentation capabilities with professional, secure, user-friendly audio conferencing options.	PGi's audio integration provides a seamless, simple meeting experience; saves the company money; increases productivity and helps users easily access and engage in webinars from anywhere, on any device.



announce new marketing initiatives to hundreds of dealership owners and sales managers across the country.

*“The main goal for everything that we do is information sharing. If there’s a new car, if there’s a new policy, if there’s a new feature, we like to get it out there in a timely manner, and this helps us do that.”*  
— Surya Boonphadung

## PGi’S INTEGRATED AUDIO SOLUTION

MBUSA uses reservationless GlobalMeet® Audio, fully integrated with web for virtual trainings. Audio integration makes audio conferencing seamless for both the host and guests, and joining webinars is quick and effortless, no matter how attendees go about it.

*“The whole process is smooth, and it’s a seamless experience for the user. We know what we’re using, but for the attendees, it’s just another live conference they are dialed into, and it works flawlessly. It’s pretty intuitive.”*  
— Surya Boonphadung

GlobalMeet Audio integration with the existing web conferencing interface allows the host to use native controls to manage all aspects of the audio conference without any additional training. Attendees simply click to join the web link, enter in their phone number and are automatically connected. If hosts or guests experience glitches, 24/7 operator assistance and live, in-conference support is available.

GlobalMeet Audio integration produces a single, streaming archive with synchronized web and voice recordings. Since the majority of Boonphadung’s audiences watch the recording after the live event, that simplicity yields a high value for his on-demand viewers’ needs.

## MORE USER-FRIENDLY, PRODUCTIVE WEB EVENTS

PGi’s innovative hybrid audio conferencing integration offers:

- **Professional Conferencing:** The complexity of connecting telephone and VoIP users all over the country from multiple types of devices never shows during webinars. Boonphadung

said, “The system works great so we can’t complain about that.”

- **Enterprise Security:** Boonphadung controls access to sensitive information with extra layers of protection like SSL encryption, as well as a conference lock option to control access and participation. He also analyzes event reports to track attendance.
- **Cost Savings:** “It saves us a whole lot of money,” Boonphadung said. Travel expenses would be too extravagant to connect corporate with the hundreds of geographically dispersed employees they frequently communicate with.
- **Scalability:** Working with PGi gives MBUSA easy access to other audio conferencing options, like operator assisted conferencing, to support larger audiences over 300 attendees.
- **Mobility:** Along with the ability to join webinars any way they want, audio integration lets users join anywhere, from any device.

*“We see people at the company using it more and more because of an increase in traveling. In fact, we’ve hosted a session where the actual presenter was at a rest area, got on their Wi-Fi and did the presentation there.”*  
— Surya Boonphadung

## ABOUT PGi

PGi is the world’s largest pure-play provider of collaboration software and services. PGi’s unified collaboration platform empowers business users and teams to connect, share ideas and manage projects with the simplicity and everywhere-access of the latest cloud technologies. PGi has a global presence in 25 countries, and its award-winning solutions provide a collaborative advantage to nearly 50,000 enterprise customers, including 75% of the Fortune 100™. In the last five years, PGi has helped over a billion people worldwide connect, collaborate and get work done—in teams, large groups and one-on-one. For more information, visit PGi at [pgi.com](http://pgi.com).