



The SEMINAR EDGE Advantage

Reservation Services & Solutions

Case Study

Client Industry: Conglomerate

Client Revenue: 3.6B

**Service Provided: Outbound
& Inbound RSVP Coordination**

**Solution Overview: Facilitate
meetings and seminars with
clients and customers
throughout the United States**



Working within the public and private sector that included 30 *Fortune* 500 employers with more than 200,000 clients, TeleDirect was selected to provide a solution to a global consulting firm specializing in multiple industries to assist in managing appointments, reservations and informational sessions through TeleDirect's *Seminar Edge* Reservation Solution.

Through our robust platform branded specifically for our client, their clients were provided the opportunity to select from thousands of available meeting dates and seminars to be held nationwide. Our Seminar Edge Solution was able to handle all appointments, reservations and informational sessions seamlessly, ensuring attendance rates remained at full capacity.

Challenges

Due to the variety of clients in multiple industries across various geographic areas, online branded seminar & meeting portals by location needed to be created. Managing all locations by industry meant working with our client with constant communication to ensure full capacity, and if needed, add seats for overflow attendance.

Our Seminar Edge Solution

With live updates able to be completed in real time, our Seminar Edge solution exceeded expectations by ensuring all attendees were accurately registered in all states across the United States. As branded sites, clients proceeded to register for the seminar or meeting as a true seamless experience.

Results

Excluding Healthcare and Financial Service reservations, compared to our 2013 results:

- +59,067 additional RSVPs were completed
- 5 out of 6 industries experienced growth
- +78% growth increase in Manufacturing industry
- Additional industries being added in 2015

