

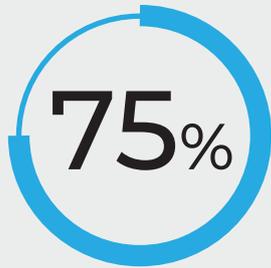


DISCOVER HOW TO SCHEDULE, MANAGE, & ANALYZE CUSTOMER BRIEFINGS EASILY

**BRIEFING CENTER 101: Delivering High-Quality
Attendee Experience at Your EBC**

INTRODUCTION

Executive Briefing Centers are increasingly gaining importance because they accelerate sales cycles by directly engaging with Customers, Executives, and Subject Matter Experts.



of respondents said that briefings influenced their decision to purchase products or services discussed*



of purchasers reported that customer briefings shortened their sales cycle by an average of 30%*

*Association of Briefing Program Managers

Few marketing and sales programs deliver high-value business outcomes such as increased revenue pipeline, better partnerships, and substantial market influence. However, increasing the number and quality of briefings is challenging, limiting the effectiveness of the briefing professionals and the company as a whole. This whitepaper discusses the value of an advanced cloud-based software that solves challenges faced by briefing program professionals.

CUSTOMER EXPERIENCE

Enterprises of all sizes make significant investments in developing unique customer experiences. Executive Briefing Centers (EBCs) or Customer Experience Centers (CECs) provide valuable opportunities to facilitate trust and demonstrate how well customer needs are understood and met. Visitors need to be sold on the organization as much as on products and services. The objective of the executive briefing is to create personalized experiences, curated agendas, and content while ensuring appropriate participation.

BRIEFING PROFESSIONALS' CHALLENGES

Briefing program professionals manage high volumes of strategic meetings within the briefing agenda, measure every opportunity, strive to deliver high quality and superior service. The process of planning customer briefings manually is time-consuming. Additionally, it has the potential for creating bottlenecks and manual errors as the demand for impactful interactions increase. However, briefing professionals know that operating an efficient briefing center that meets the needs of internal teams, stakeholders, and partners is a demanding process and can frequently require crisis management.

THE SOLUTION

EBCs across many industries are now adopting new technologies to provide world-class experiences for a larger number of briefings and visitors both in corporate offices and on the road to address the challenges and enhance the customer experience. Meeting Automation Platform (MAP) is a new category of software that is fast becoming an integral part of enterprises that want to simplify the management of all strategic B2B meetings across various environments such as conferences, trade shows, briefing centers, EBCs on the road and much more. It automates the process of creating visits, managing rooms, building agendas, inviting presenters, sending surveys and analyzing data from one platform. MAP applications that are architected for briefing centers enable sales teams and briefing professionals to efficiently organize and manage 100s of briefing requests.

CASE STUDY



“It’s been a breath of fresh air. I’ve been able to take a step back and focus on the things that really deserve my attention.”

Parasto Shamlou

Senior Global EBC Specialist, Plantronics



CUSTOMER BACKGROUND

Plantronics is a unified audio communications equipment company headquartered in Santa Cruz, California. Plantronics’ premier audio and collaboration technology portfolio spans headsets, software, desk phones, audio and video conferencing, and more. They are used by the world’s modern professionals, airline pilots, call center agents, music lovers, and gamers.

CHALLENGE

The Sales and Briefing team at Plantronics had a difficult time booking and coordinating visits at their briefing centers across the globe. While scheduling was a definite pain point, it was also difficult to get executives and sales to buy-in for the program.

SOLUTION

Plantronics deployed the JiffleNow Briefing Center MAP solution. The software solution enables sales teams to submit briefing requests from within Salesforce.com. Briefing center professionals can also view all meeting requests, manage briefing/executive calendars, and send and track invites from within a single platform. The entire workflow of scheduling and managing briefings is now simplified and Plantronics is able to track and analyze crucial metrics and data across briefings.

RESULT

JiffleNow Briefing Center considerably reduced the time and effort spent by the briefing center team on sending emails back-and-forth for managing requests, selecting presenters, and gaining meeting details and confirmations. The Plantronics corporate marketing team is now able to drive context-driven conversations that deliver great customer experiences. They are more focussed on program ROI. With this transformation, the briefing program now has increased participation and support from the executive and sales teams.

JIFFLENOW BRIEFING CENTER

JiffleNow Briefing Center is a comprehensive briefing management product from the world's leading Meeting Automation Platform company. This briefing center software automates the scheduling, management, and analysis of every aspect of strategic meetings at briefing centers. This advanced platform is secure and integrates with numerous business software.

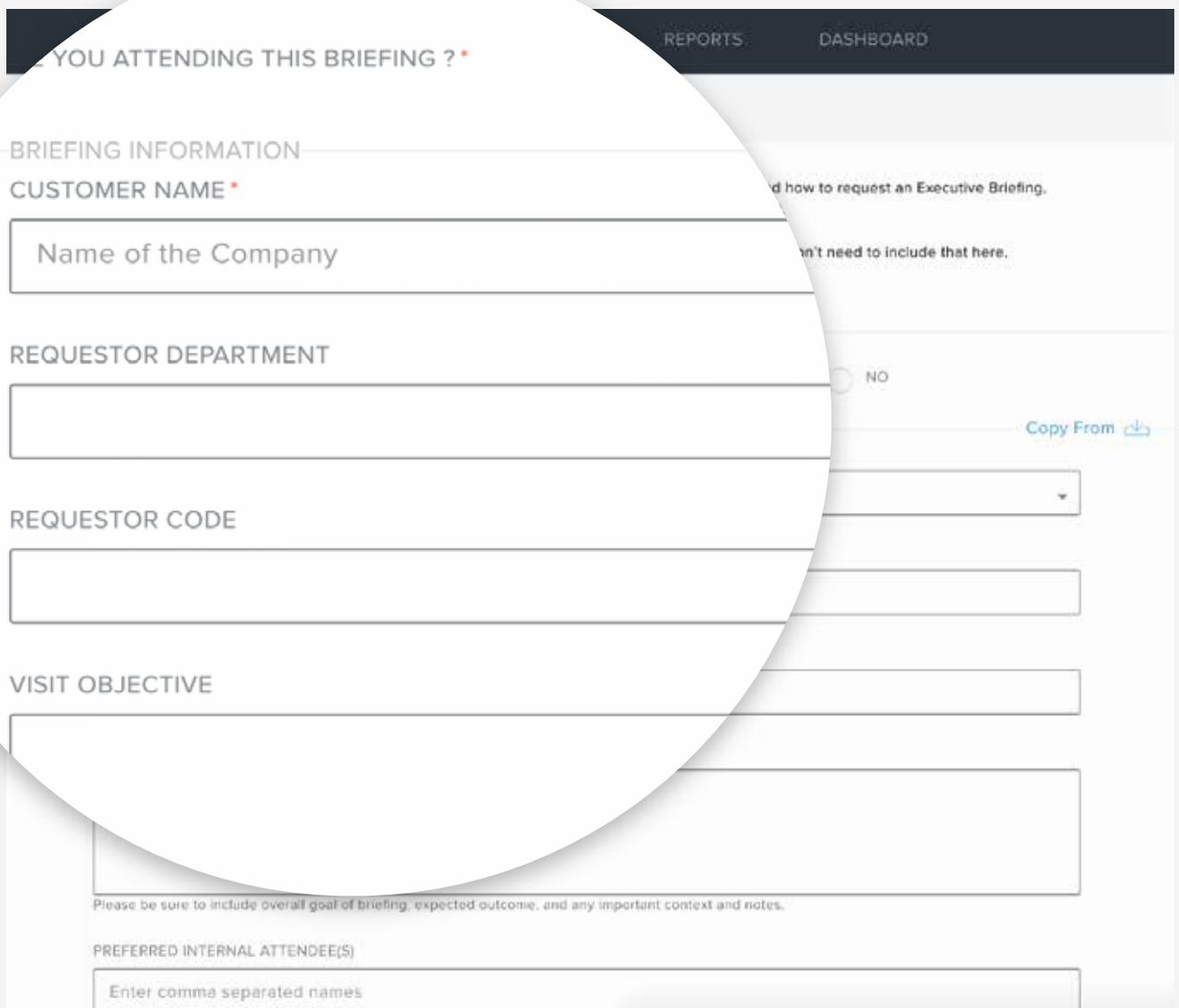
JiffleNow Briefing Center provides a single pane of glass for all B2B meeting types and venues including corporate facilities and off-sites. For a briefing to be successful, everything from the agenda, facilities, and the people involved needs to come together. It helps instill confidence, build credibility, and advance sales discussions with customers, stakeholders, and partners to accelerate business outcomes.



PLAN BRIEFINGS TO ENHANCE CUSTOMER EXPERIENCE

Strategic meetings are the building blocks to creating successful business outcomes at briefing centers. JiffleNow Briefing Center ensures that every customer interaction is optimized.

- Boost sales growth by managing topics, engaging the right people, scheduling meetings, and building relevant conversations with visitors.
- Customize the application to match briefing programs with the company's objectives.
- Boost acceptance by customizing sender details.
- View internal attendee availability for up to three months in advance with enterprise calendar integration (Microsoft Exchange/Google Calendar).
- Pre-map Senior Executives and Subject Matter Experts (SMEs) to meeting types and topics.
- Use 'Topic management' to define briefing sessions and map the right SMEs and demos to meeting spaces.



DO YOU ATTENDING THIS BRIEFING ? *

REPORTS DASHBOARD

BRIEFING INFORMATION

CUSTOMER NAME *

Name of the Company

REQUESTOR DEPARTMENT

REQUESTOR CODE

VISIT OBJECTIVE

Please be sure to include overall goal of briefing, expected outcome, and any important context and notes.

PREFERRED INTERNAL ATTENDEE(S)

Enter comma separated names

and how to request an Executive Briefing.

Don't need to include that here.

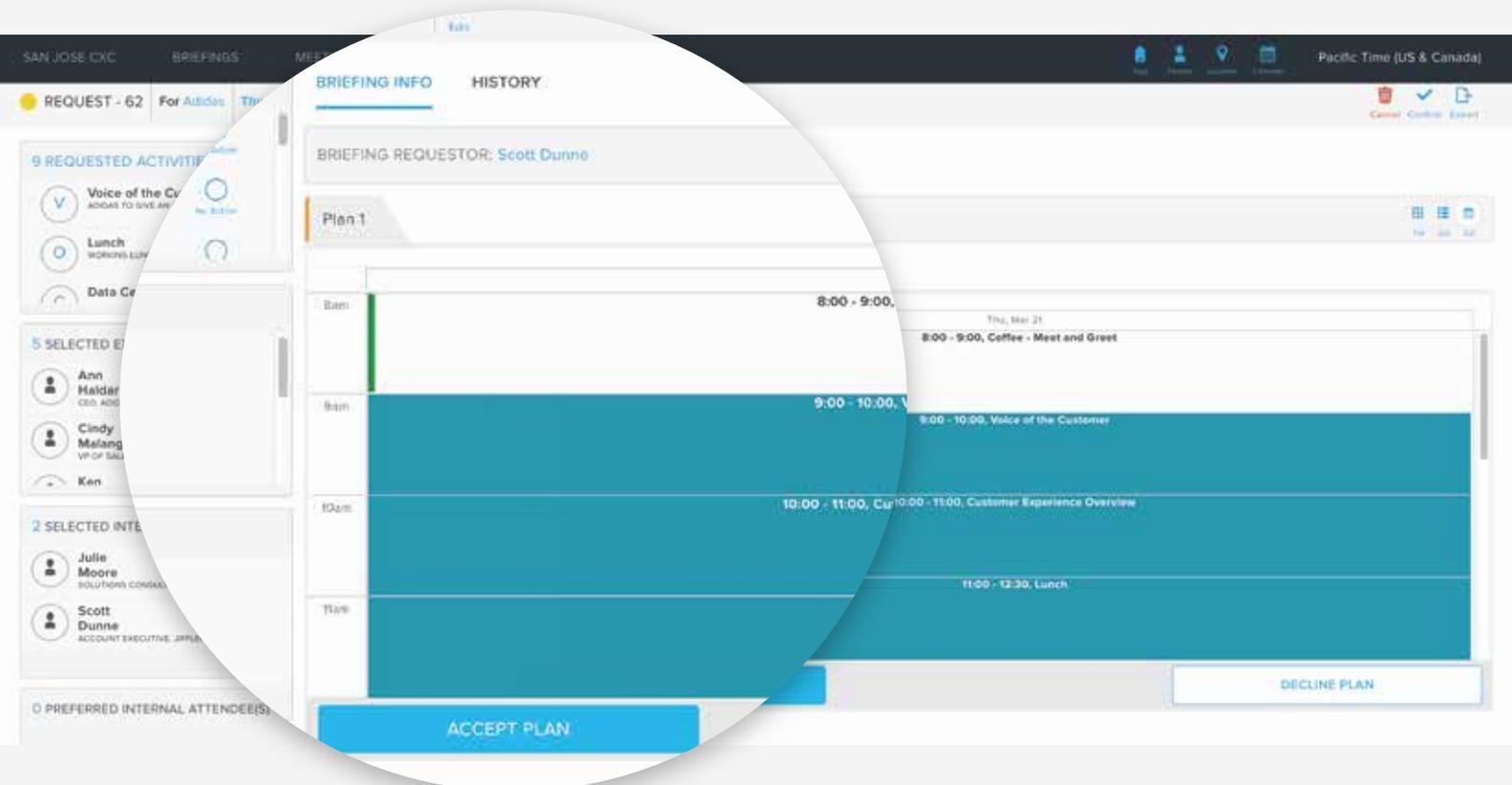
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SIMPLIFY THE ENTIRE WORKFLOW

Scheduling and managing multiple briefing visits can be tedious and complex. Meeting managers have to shuttle between spreadsheets, and send countless emails to obtain a meeting confirmation. Since all of this is done manually, managing briefing visits can become very cumbersome. With JiffleNow Briefing Center, briefing professionals can drastically reduce manual scheduling (and rescheduling) efforts. JiffleNow Briefing Center offers an intuitive user experience that simplifies pre-, in-, and post-briefing workflows.

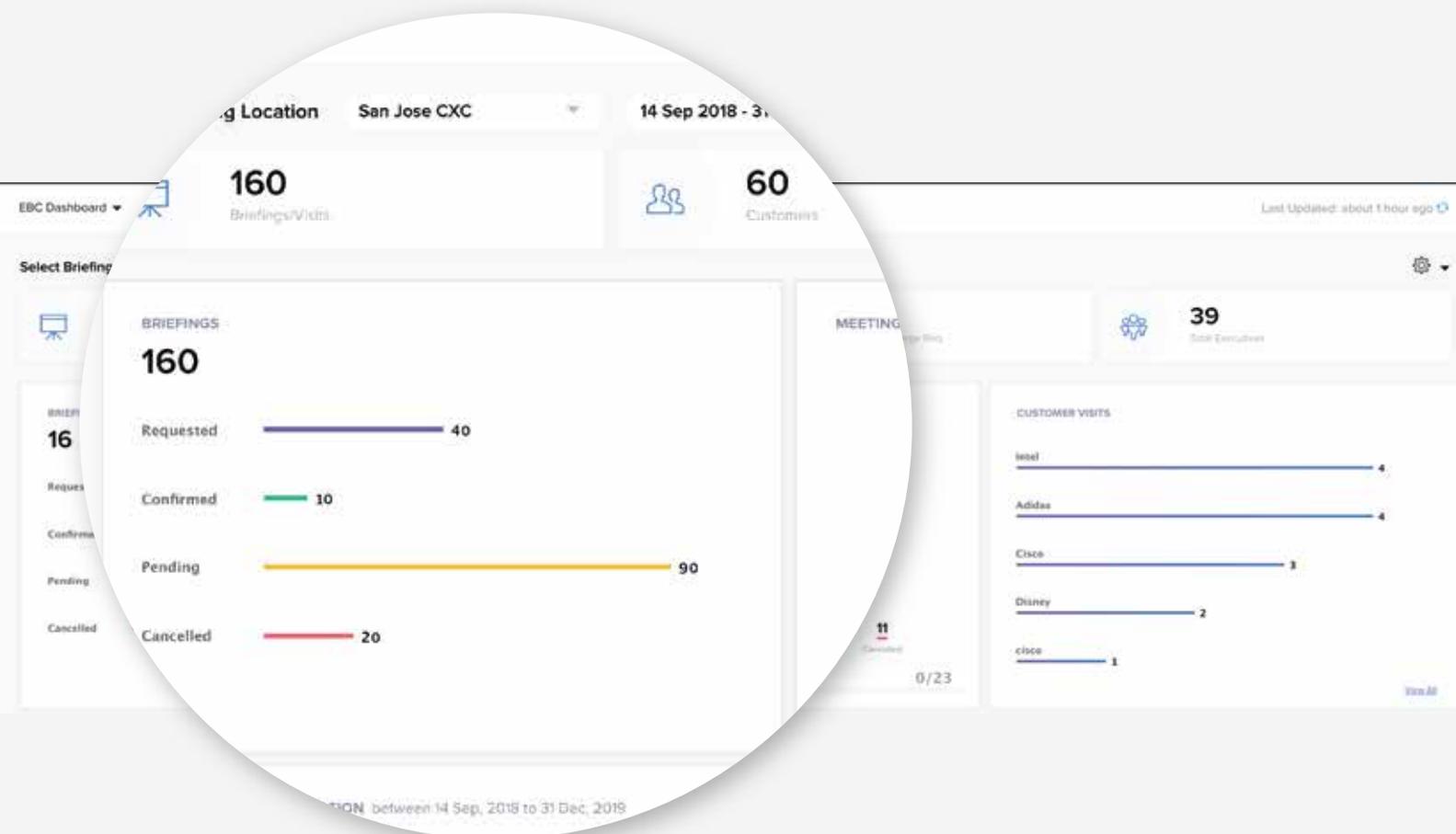
- Leverage a single platform for all briefings in company offices and on the road.
- Share detailed agenda with internal attendees to ensure participation and preparation.
- Enable members of the Sales team to request customer briefings from within Salesforce.com.
- Get new request alerts and create detailed, customizable briefing schedules.
- Convey changes to briefing schedules or agenda.
- Accept/decline the proposed meeting agendas.
- Request travel and concierge services through the briefing request form.
- Securely scale to hundreds or even thousands of meetings.
- Send briefing surveys to gather external attendee customer inputs and expectations.



ANALYZE AND REPORT THE VALUE OF BRIEFING PROGRAMS

Briefing programs are big investments. And, briefing professionals are required to justify these spends by maximizing the ROI. JiffleNow Briefing Center software helps track influenced revenue from meetings to evaluate the impact of briefing visits on the sales pipeline and measure the utilization of resources.

- Measure briefing efficiency based on influenced revenue and deals closed.
- Report on customer satisfaction and feedback with post-briefing surveys.
- Optimize and track briefing center utilization.
- Create standard and custom analytics dashboards for effective briefing management.
- Generate standard and customized reports on-demand.



"When a customer visits your company, their experience needs to be perfect. While spreadsheets can be used for low volume Executive Briefing Centers, at scale, customers need a Meeting Automation Platform to ensure a great experience and increase in the number of quality briefings held."

Darrin Simmons,
Head of Products, JiffleNow

CONCLUSION

An increasing number of enterprises are investing in new technologies to enhance customer experiences at briefing Centers. MAPs for briefing centers are simplifying the challenges faced by Briefing Managers, Sales teams, Executives and Subject Matter Experts. The JiffleNow Briefing Center is a cloud-based application which enables efficient planning of briefing programs, simplifies workflow by automating processes, and offers the ability to analyze and report information about influenced revenue and resource utilization. JiffleNow's mission is to help its customers accelerate business growth by increasing the number and the quality of strategic engagements across events, trade shows and briefing centers.

To see the demo of JiffleNow Briefing Center or to learn more about JiffleNow and its products please visit www.jiffleNow.com.

JiffleNow is the world's #1 Meeting Automation Platform (MAP) that helps enterprises accelerate business growth by automating the scheduling, management, and analysis of strategic meetings at events, briefing centers, roadshows, executive sessions, and training forums. This advanced SaaS platform offers enterprise-class analytics, security, GDPR compliance and integration with leading sales and marketing software. JiffleNow is the most trusted MAP with over 200 enterprise customers including numerous Fortune 1000 companies.

The company is backed by Sequoia Capital, Accel Partners, and Saama Capital and is based in San Jose, California.



THE WORLD'S #1 MEETING AUTOMATION PLATFORM

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