WEBINAR

What is a Webinar?

A webinar is a two hour training session that is a Website Product Add-on for customers who need to be trained on website edits outside of their normal monthly maintenance contract.

How it Works

A conference call is scheduled with the web designer who has built the website. During the call we provide a WordPress Login to the website. In addition a link for the webinar/screen share will be provided.

This screen share allows the customer not only the ability to see the backend of the site that they will have access to, but also hands on practice while being instructed by the web designer Any questions that need to be answered can be addressed at that time.

Following that call the developer will provide via the account manager a personally tailored document for the website that is then sent to the customer that can assist with future reminders of the training.

Webinar FAQ

Who creates the agenda for the webinar?
The Account Manager creates the agenda based on what the customer has expressed interest in learning how to do. Oftentimes we find that the sales rep identifies the need for this call at the close of the sale. If so an order product for a webinar should be entered at time of sale.

Should a webinar be identified as necessary during the proofing or pre “live” phase, your account manager will reach out to the sales rep after the need has been identified to communicate this up sale opportunity. The account manager is advised never to speak cost to a customer, but acknowledges the request and immediately refers the customer to the sales rep for further clarification and expectation setting.

How many days prior to the webinar does the agenda go out?
The agenda is included when the Account Manager sends out the conference call calendar invitation as soon as it is scheduled with the client.

Is the sales representative copied on the agenda?
The sales rep and planner is copied on all correspondence with the customer.

Is the rep always invited to the webinar?
Yes, although it is up to rep and their current management as to whether or not they attend.

When the follow up custom document is sent to the customer after the webinar, is the rep copied?
Yes, the rep is copied on all correspondence with the customer. We also save a copy ourselves in case it is needed again.

If there are still questions at the end of the webinar, how is that typically handled?
Should the customer communicate to the rep after the call has been scheduled that the agenda doesn't cover all items needed, the option to reschedule and reassess needs is always available.

What happens if the site appears to have a problem?
Tech support is available by reaching out to the account manager. Once the issue has been identified and documented to the web developer research and fix should be implemented within 48 hours. More time could be needed depending on several factors like third party integrations. This will be communicated as soon as the problem is determined.

If the customer loses their login how do they get a new one?
Please have the customer contact their Account Manager and we will get them an updated login within 48 business hours.