

ON24 Customer Case Study

Fiserv Virtual Client Exchange



Case Study Background

INDUSTRY

Financial Services

SUMMARY

Replacing a traditional in-person event, Fiserv's Virtual Client Exchange was an engaging online venue for delivery of annual meeting content. The event featured webcast product updates and provided direct access to Fiserv associates. ON24's virtual environment allowed Fiserv to address the communication needs of a broad range of clients, increasing customer satisfaction by 15% while saving time and reducing travel costs.

Situation: Replacing Traditional Meetings

With more than 16,000 clients, Fiserv is the leading global provider of information management and electronic commerce systems for the financial services industry. Fiserv drives innovation that transforms experiences for financial institutions and their customers.

The global economic slowdown forced many Fiserv customers to reduce expenses. In response, Fiserv postponed its annual in-person meeting, transitioning to a virtual event powered by ON24. The first-ever Virtual Client Exchange enabled Fiserv to:

- Deliver marketing information directly to clients
- Provide briefings on strategic product and company initiatives
- Offer access to Subject Matter Experts (SMEs)
- Increase client engagement and deepen customer relationships

Solution: Fiserv Virtual Client Exchange

The Virtual Client Exchange offered three separate marketing "tracks" within the online environment to illustrate the value of Fiserv solutions. Content included "Grow Your Business," "Build Operational Efficiencies" and "Best Practices." Additionally, a "One Fiserv" booth was created to reinforce Fiserv's brand and showcase other products offered.

Serving the interests of both senior executives and day-to-day users, the event featured high-level strategic briefings, as well as the delivery of practical operational information via webcast programming and direct interaction with Fiserv associates. SMEs were on hand to provide "tips and hints" for specific products, and access was provided to more than 30 webcasts and 100+ documents.

Attendance surpassed Fiserv's goals, with a 67% increase in registration over traditional live events. Post-event surveys revealed that 68% of the participants rated the Virtual Client Exchange as "above average" or "excellent," and Fiserv recorded a 15% increase in customer satisfaction in the area of client communication.

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Results: Exceptional Client Engagement and Satisfaction

Leveraging ON24's platform, exceptional results were achieved:

- 300 registrants for the Virtual Client Exchange
- 78.3% of registrants attended (235)
- Attendees averaged 3.25 hours in the virtual environment
- 940 webcasts viewed; 311 total viewing hours
- More than 100 client firms represented, approximately 55% of target
- 68% of clients rated event as "above average" or "excellent"
- 15% increase in customer satisfaction around client communication

How Fiserv Measures Virtual Show Effectiveness

Objective: Replace a traditional in-person meeting with an online event to save time and reduce costs.

Strategy: Leverage the ON24 Virtual Show platform to create Fiserv's Virtual Client Exchange, delivering updated product and service information while allowing direct interaction between Fiserv and its customers.

Results: A high level of engagement, with more registrants and attendees than any event in the company's history. More than 78% of the registrants attended, rating Fiserv highly for communication. Fiserv is now using ON24 to deliver employee training and is also developing an "always-on" Virtual Briefing Center for clients.

"Our Virtual Client Exchange achieved terrific results and great bang for the buck," said Paul Marc Oliu, Director of Marketing for Fiserv's Investment Services Division. "ON24 enabled us to cost-effectively deliver valuable information while increasing customer engagement and satisfaction. Online events are part of our strategy moving forward, because they provide a meaningful way to drive client relationships."

