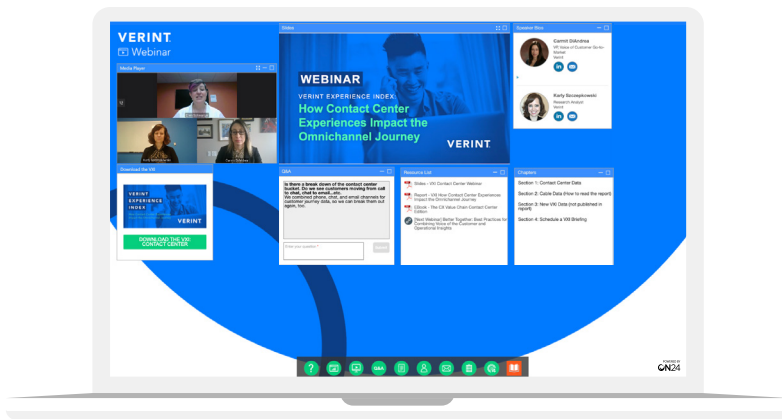


# VERINT BOOSTS REACH OF HIGH-VALUE CONTENT BY 45% WITH ON24



## ABOUT VERINT

**Name:** Verint

**Headquarters:** Melville, New York

**Founded:** 1994

**Employees:** 4,000

**Industry:** Information Technology and Services

Verint helps organizations simplify and modernize customer engagement through market-leading cloud and hybrid solutions. The company leverages artificial intelligence and advanced analytics technology to help customers drive real business impact across their organizations. Today, over 10,000 companies use Verint solutions, including over 80% of the Fortune 100.



45% ↑

Increase in interest in high-value report via webinar vs. report-only download



39%

Of registrations for webinar series were new contacts within existing accounts



10%

Average boost to report downloads from engaged webinar audience

## INTRODUCTION

[Verint](#) has strong expertise in customer engagement and cyber intelligence. The company helps its customers simplify, modernize and automate the ways that they listen to their own customers. Verint's customers can then use these rich insights to drive strategic improvements in their businesses.

“Our experience management products listen to and analyze three billion customer interactions per year, wherever your customers are trying to talk to you, whether that's across your contact center, your website or via SMS,” said Ellen Schwartze, Marketing Programs Manager of Experience Management at Verint.

Schwartze manages Verint's customer experience webinar program and works closely with the organization's sales leaders to ensure the content she produces aligns with their sales efforts. Digital experiences are an important tool in her kit to help deliver content that drives sales.

## PROBLEM

### A need to simplify and scale high-value content.

When the coronavirus pandemic upended life and business around the globe, Verint, like many other organizations, knew it needed to communicate with customers early and often to deliver value and a sense of continuity.

“A webinar is definitely how you get in front of people, especially now that everyone’s working from home,” Schwartz said.

Verint was already producing high-value content, assets like reports, whitepapers and case studies, but needed to find a way to attract and appeal to a larger audience. The company often had interesting data to present that didn’t fit into printed reports, but provided important context around the message that Verint wanted to convey.

“You just can’t have a 50-page report and expect people to actually read it,” said Schwartz.

## SOLUTION

### A relevant, useful digital customer experience.

Verint purchased [ON24® Webcast Elite](#) to create scalable, impactful digital experiences. Most recently, ON24 enabled Verint to move quickly with the changing market needs. The company’s international business units came together to produce the Adapt and Respond educational webinar series, which focuses on aspects of the business that help customers navigate the COVID-19 pandemic in the short and long term. This series included existing client presentations from its live annual client event, repackaged as webinars with a focus on providing actionable tactics that customers could put to use immediately.

Overall, the goal of Verint’s digital experience program is to get the company’s original research, as well as industry thought leadership, out into the world. Through the webinars, Verint shares client stories, as well as product features and functionality.

Where Verint has seen the most value is the ability to present original research via digital experiences and take what the organization has learned in the field into live webinars, weaving planted questions



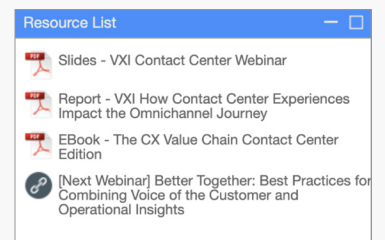
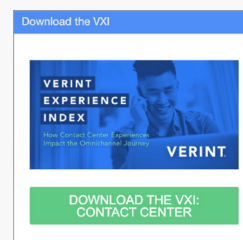
ON24 has helped us demonstrate that the more formats you can present information in, the greater number of people it’ll appeal to. I’m the kind of person who takes 15 minutes to read through a report, but others prefer to sit with you for 45 minutes on a webinar and hear you talk through it.”

**ELLEN SCHWARTZE**  
MARKETING PROGRAMS MANAGER  
EXPERIENCE MANAGEMENT, VERINT

throughout the webinar content and experience. “This helps the company ensure that the content in the webinars is what people are asking for,” Schwartz said.

Verint used ON24 to repurpose its Contact Center Report, which spans several industries, and its annual Retail Report into digital experiences. By baking the report-to-webinar conversion process into the initial report planning, Schwartz can ensure the right stakeholders are involved and that the digital experience of the report isn’t just an afterthought.

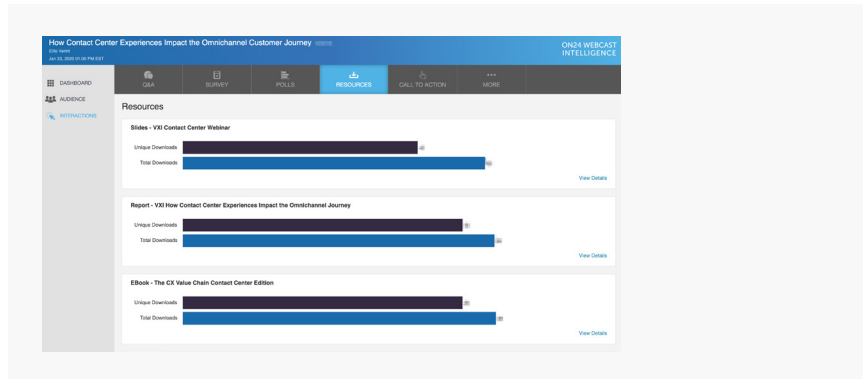
Verint uses several ON24 features such as webcams and calls-to-action to help promote entire series or upcoming and on-demand sessions. “I love that the webinars are automatically on-demand after they run. That has saved me a lot of headache,” Schwartz said.



“ON24 enabled us to use our valuable content to reach people within accounts who wouldn’t have otherwise known what we were doing or how our insights could help them. That was, from a business perspective, really important because it has enabled Verint to become stickier with those companies.”

**ELLEN SCHWARTZE**  
**MARKETING PROGRAMS MANAGER**  
**EXPERIENCE MANAGEMENT**  
**VERINT**

Verint also uses ON24 to track downloads from the webinar resources list. Verint can review ON24’s analytics to learn exactly which customers saw certain reports and who downloaded what from the resources section.



## RESULTS

With ON24, Schwartze and her team produced over 20 webinars across all business units in six short weeks as part of their Adapt and Respond educational series. These digital experiences enable Verint to generate leads, educate stakeholders, support client retention and amplify report launches.

“It absolutely drives leads and downloads to have a webinar version of our reports,” Schwartze said.

After each webinar, the sales team uses the on-demand webinar content and written report to engage with attendees and no-shows. Schwartze works with the sales team to deliver the tools they need and ensure that her team’s content aligns with Verint’s broader marketing campaigns.

Verint has seen a 45% increase in the audience for its Contact Center Report due to digital experiences, and an 11% increase in Contact Center Report downloads. The company has also seen a 29% increase in the audience for its Retail Report and an 8% increase in downloads.

Another exciting development for the organization is that 39% of registrations for its Insights to Action webinar series were new contacts within existing accounts, creating even greater possibilities to engage and expand its customer base.