



# Transforming company-wide communications



CPA Global is one of the leading legal outsourcing companies in the world, offering a full range of intellectual property management and general legal support services. The company has principal offices across the US, Europe, and Asia Pacific and provides international reach through local teams in over 180 countries.

## CPA Global improves employee engagement at less cost with Premium Event Call and Live Meeting services from BT Conferencing

### Challenge

With a widely dispersed global workforce, communicating effectively and consistently with its management community has always been a challenge for CPA Global. The company traditionally relied on face-to-face meetings, supplemented by occasional email briefings, but the senior management team decided that more regular interactive engagement was required to drive the business forward.

### Solution

Concluding that improved conferencing facilities could provide the answer, CPA Global chose BT Conferencing to provide a hosted, on-demand service. This comprises a blend of BT Premium Event Call and Microsoft Office Live Meeting 2007.

BT Premium Event Call is a top-of-the-range scheduled audioconferencing solution. It offers a wide range of features including unlimited participation, fully managed Q&A facilities, audience voting, and record and replay. Microsoft Office LiveMeeting is a flexible web-based service that allows documents to be shared and presented among conference call participants.

Peter Richards, Head of Global Marketing at CPA Global, comments:

“The BT Conferencing solution has helped us to really change our culture. We are using it to communicate directly with our top 250 managers at least once each quarter and the capability is always available for more frequent interaction as the need arises.”

### Value

More regular and consistent employee communication is helping to unify the CPA Global management team against common objectives. Business agility has improved through being able to raise and discuss business performance and other key issues in a much more timely manner. Outside the global virtual meetings, Microsoft Office Live Meeting provides the ability for smaller groups of CPA Global staff to share files and collaborate more effectively in real time, irrespective of location.

Peter Richards sums up:

“BT Conferencing is delivering for us in a quality way. Its solution has enabled us to improve the consistency of our communication and proactively engage with our people. By no longer needing a face-to-face meeting we are saving in excess of £30,000 of travel-related costs each year, plus substantial time and environmental benefits.”

### Offices worldwide

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