



Conferencing Case Study

The [Cobra Group of Companies](#) started selling consumables more than 25 years ago in Sydney, Australia, with the ambition of building one of the world's largest and most successful sales and marketing companies.

Since then, Cobra has successfully diversified into other businesses that complement its core expertise in face-to-face sales and fundraising. As a result, the Cobra Group today is a billion-dollar group of diversified companies, which includes [Appco Group](#), a world leader in sales and marketing and customer and donor acquisition. Cobra Group also has interests in insurance, financial services, motorsport, energy and high-tech manufacturing. The Cobra Group is continuing to build on its entrepreneurial foundations, with an ever-expanding portfolio of businesses.

Trinity Maxwell, an independent provider working with the leading conference companies from around the world, first understood the key requirements of The Cobra Group and then completed a thorough

usage and spend analysis to establish which conference service best suited its complex needs.

The Cobra Group was using Powwownow but this involved a lot of hidden costs and limited functionality. Cobra Group's objective was an easy-to-use solution that was cost efficient and accessible from any system or platform globally.



Trinity Maxwell recommended a conferencing solution that, when combined with support from Trinity Maxwell, met all the requirements of The Cobra Group.

The real-time billing platform automatically sends out an after-call e-mail to the host or moderator of the call, detailing the number of participants, duration in minutes and the total cost of the call.

“My account manager is always available if I have any questions. If only all my suppliers provided the fast response and proactive support that Trinity Maxwell do, my job would be much easier!” said Karen Jansing at The Cobra Group of Companies.

Transferring its conferencing to Trinity Maxwell meant The Cobra Group was able to reduce its annual conferencing cost by over 20% and allowed clients and contractors to join the calls without any cost to them, which increased attendance rates. The improved facilities and account management enable enhanced productivity and satisfaction.

“Trinity Maxwell’s web portal helps users manage their calls effectively, access recordings and set up calls with ease,” said Karen.

Trinity Maxwell has no set-up fee nor fixed monthly charges for the service, The Cobra Group simply pays for its usage. This cost-efficient set-up along with the buying power of Trinity Maxwell have been key in helping The Cobra Group reduce its own call costs as well as those of its contractors.

“We achieved a significant cost saving and increased functionality while dramatically improving the level of service and support we receive. I would recommend Trinity Maxwell without any hesitation,” said Karen.

As well as providing a monthly financial report detailing spend by user, Trinity Maxwell supplies a monthly service report, detailing all interactions, which means they get a fully measurable service.

To find out more about our services go to www.trinitymaxwell.com

Or call us on 020 3137 8450

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THE ANSWER IS YES