



Case study

Intellor helps association modernize their communications

With dispersed members at widely varied stages of modernization readiness, the association required a robust and adaptive communication strategy.

The association wanted to modernize member leadership communications, moving from audio-only to video conferencing.



Challenge 1:

Some key members employed video hardware and codecs seemingly unsupported by the association's video-web conferencing technology.



Challenge 2:

Some key members weren't prepared for modernization and required high-quality telephone audio – but the association still needed to manage access and identify these members in the session.



Engagement:

Review in-house and known member video hardware with IT; review event content and engagement objectives with program staff; review possible platforms, including the association's in-house and preferred; test organization's in-house and Intellor-hosted technologies with association and key members and recommend optimal.



Solution:

The most inclusive video platform was selected, hosted and configured by Intellor to serve both the association and its members; an audio-only solution was integrated to provide redundancy and for members not prepared to modernize.

All technologies were hosted, integrated, and technically supported by Intellor staff. Run-of-show was managed jointly by the association and Intellor staff, with real-time chat communication enabling seamless execution.



Key Benefit:

The association modernized member communications, provided a technology solution that interoperated with members' video hardware, and did so without duplicating existing conferencing investments.



Results:

"Just wanted to thank you again for today's performance. Your team did a phenomenal job, and our staff were very pleased with the results."

We received a lot of kudos not only on the technology but how fast the operator was responding and reacting to the requests. It was a great pleasure to have worked with your team.

The only downside to today's meeting, is the fact that we'll need to keep this standard for other upcoming meetings where we'll utilize your services."

Don't have the right medium for your message? Let Intellor provide the right third-party platform for your requirements as a one-time service.

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