



Creative, Flexible and Affordable  
Website Design

It'seeze (pronounced it's easy) Websites provides web design, development, and content management solutions for UK businesses. Over 3,000 satisfied clients benefit from it'seeze's full range of professional, dynamic services and its national network of qualified consultants. it'seeze Websites stands out in a crowded industry with its revolutionary website editing system, from which clients can easily edit and manage their web presence.

*"Our clients and consultants easily get the personalized training they need. You can use Mikogo with anyone and get success with it!"*

Alex Potter  
Domains Supervisor  
it'seeze Websites  
[itseeze.co.uk](http://itseeze.co.uk)

## it'seeze

*For Fast, Effective Training with Consultants and Clients*

### The Challenge

In its business operations, it'seeze Websites has a franchise model in which it covers the needs of its widespread client base through qualified, local franchise consultants. These consultants must be trained effectively in how to use the company's e-commerce solution and its trademark website editing system, so they can market the it'seeze Websites' offerings accurately and provide client support. At times, clients who do not have a local consultant must also be trained remotely in how to use the e-commerce system and website editing system by the Support Team at the it'seeze Head Office. Training for both of these parties can be complex due to challenges of timing, distance, and varying levels of technological literacy.

### The Solution

Thanks to Mikogo, consultant and client training becomes faster and easier. Trainees can easily join an online session and will see what they are being trained in live on the it'seeze trainer's screen. Alex Potter speaks of the value of this approach: "Mikogo's so helpful and user-friendly. Our clients and consultants can actually see what we're doing, and they get what we're saying. They understand things so much better than they would by email or just over the phone." As a result, training does not take up as much time. With the convenience of the online setting, it'seeze Websites' professionals who are based in Devon do not have to travel for one-on-one training sessions with consultants and clients who are located all over the UK.

### The Conclusion

Training is easier, timelier, and more convenient, while issues caused by varying levels of technological savvy are erased. Potter reinforces this: "You can use Mikogo with anyone and get success with it!" Amy Cross, Business Development Manager, emphasizes the effect it has upon trainee participation. "Some people are reluctant to ask questions over the phone, maybe because they are confused or embarrassed, but with Mikogo they see what we're doing and as a result, they feel more at ease about asking questions so we tailor our approach accordingly. This is very powerful and as a result they get more value from the training." The clients themselves also benefit from easy, convenient online training that is customized to their unique website needs.

**About Mikogo** – Mikogo incorporates innovative desktop sharing technology to provide an easy-to-use free online meeting solution, welcoming everyone to high-quality online collaboration. The popular software tool is now used in over 180 countries, primarily by private users, freelancers and small businesses. Launched in 2007, Mikogo is provided by the renowned provider of web collaboration solutions, BeamYourScreen, whose product range consists of software solutions for online meetings, online and remote support. At present, more than 2,000 corporate customers in over 40 countries worldwide are using the BeamYourScreen technology and benefiting from significantly reduced travel time and travel expenses. Visit us at [www.mikogo.com](http://www.mikogo.com)