



Mikogo for Web Design: A Picture is Worth a 1,000 Words

Web design is a tricky business. Designers have to translate the vision of clients who rarely are versed in design or technology into complex sites that those same clients can easily use. Trading emails that amount to “We’d like you to build something like this,” create a long, slow back-and-forth, while telephone support calls that start with, “How do I click the thing on the page?” are frustrating for all involved.

“In my field, sometimes it’s much simpler to be able to connect to the clients’ computers and make necessary changes and adjustments,” says web designer Dean Eason. “Mikogo lets me simply connect to my clients’ locations and solve their issues immediately, without scheduling an appointment or leaving my office.”

“Mikogo allows us to expediently deal with client problems no matter where they’re based,” says Chris Ward of web design firm BF Internet, “whether it be just around the corner or in another country.”

A Collaborative Tool

The global nature of the Internet lets web designers deliver their work across vast distances. While it’s great to not have to commute to meet local clients, and to work with people far beyond commuting distance, it’s harder to manage a quick meeting to share concepts or demonstrate a new site when it becomes a staggered series of emails or a blind phone call. Eason, of North Carolina’s TheTrainingPoint, says Mikogo lets him quickly and effectively grasp the client’s vision.



“Desktop sharing reduces the need to travel, therefore allowing for time and gas savings and the ability to render services to my client at a lower rate.”

- DEAN EASON, WEB DESIGNER, THETRAININGPOINT

“I use Mikogo to remotely meet with the client and review websites in real time with them to be sure their desired concepts are thoroughly discussed and understood,” he says. “I prefer to review the sites with my client on a personal and interactive level, allowing me to better understand my clients’ needs and saves time and work on my part.”



Better, Quicker Client Support

"As part of our ongoing client support, sometimes it was hard to visualize what problems the clients were experiencing at their end," says Ward, who is part of a UK-based web design team serving companies in Great Britain and throughout Europe. "Often this would end up in lengthy email or telephone conversations trying to resolve queries."



"Ease of use is another major factor because in just a couple of clicks the clients' part is done and we are ready to go – what could be simpler?"

- CHRIS WARD, WEB DESIGNER, BF INTERNET

Mikogo, he says, has made it a simpler, smoother process. Eason agrees.

"Most of my clients are small business professionals keen on keeping costs within budget, so they're impressed with remote sessions that provide 'in person' results," Eason says.

Ward says that the real value of Mikogo is improving customer satisfaction. "The use of desktop sharing software allows us to help clients with the minimum of fuss and allows them to quickly get on with the important job of running their business," he says.

Confidence Across Distances

When a client hires a web designer, especially one working entirely remotely, there's an element of fear. The clients throw the project over a wall, so to speak, where someone they've never met will do something they don't quite understand and give them back ... something. Mikogo not only supports a web designer's work and speeds up collaborative processes, it also closes the gap by bringing richer interaction, and a more personal touch, to the relationship.

Eason says that personal touch helps him take a client's initial interest and turn it into paying business.

"Mikogo has let me connect to clients in California, New York, Iowa, and several other locations where I wouldn't be able to be in person, and helped me secure the deals," he says. "Thus, my own bottom line was increased."



More information at www.mikogo.com/customers