LADYBUGZ

CASE STUDY

WEBINAR STRATEGY AND HOSTING | ORGANIC LINKEDIN

How a Contact Centre Webinar Left 84% of Surveyed Attendees Open to a Sales Follow-Up

CLIENT	SECTOR	WHAT WE DID	PERIOD
South African contact centre technology and services provider	Contact centre technology and services, B2B	Live webinar with polls and a survey, promoted on LinkedIn	March 2023

A South African provider of contact centre technology and services helps contact centres run better, from the systems their agents use to support for the people on the phones. In March 2023 LadyBugz ran a live webinar for the firm on what customer service work does to the people who do it, promoted on LinkedIn with no paid advertising. It drew 476 registrations, and 84% of sign-ups came through the LinkedIn event, from 349 different organisations. Most people who joined stayed: 80% for 30 minutes or more. The survey at the end showed buying intent. Every respondent found the session useful, and 84% asked to hear more about the firm's solutions, now or in the near future.

476
Registrations
One webinar, March 2023

349
Organisations
Among the LinkedIn event sign-ups

84%
Signed up through LinkedIn
401 sign-ups came through the LinkedIn event

80%
Live viewers stayed 30 minutes or more
Two thirds stayed 45 minutes or more

100%
Survey respondents found it useful
45 responses

84%
Open to a sales follow-up
Asked for more information now or in the near future

From the webinar platform's attendance, poll and survey reports and the LinkedIn event sign-ups.

The challenge

Contact centres run on people. Agents spend the day absorbing other people's frustration, and leaders know what burnout and staff turnover cost them. This firm could help, with better technology and with mental wellness support for staff. Getting that message heard was harder:

- **A crowded inbox.** Contact centre leaders hear from technology vendors all the time. Another product email is easy to delete.
- **A sensitive subject.** Mental wellness does not sell from a brochure. People need to feel understood before they will talk about it.
- **No easy first step.** The firm needed a way for leaders to show interest without committing to a sales meeting.

What we did

LadyBugz planned, promoted and ran the webinar. These are the principles behind it, and why each one mattered.

1. ### Lead with the human problem
   It looked at the human side of customer service: what the job does to the people who do it, and what helps them do it well.

2. ### Let the audience speak
   Live polls asked attendees about their own experience as the session went on. Their answers made the problem real in the room.

3. ### Promote through LinkedIn, to the right people
   We built the LinkedIn event and its sign-up form and promoted the webinar on LinkedIn, with no paid advertising.

4. ### A short survey that opened the door
   It gave the sales team a clear, low-pressure next step with each person.

5. ### Part of a longer programme
   LadyBugz also ran the firm's social media, so the event went out to an audience the firm had been building with us over time.

The results

From the webinar platform's attendance, poll and survey reports and the LinkedIn event sign-ups. "Registered" means people who signed up; "joined live" means people who attended the live session, each counted once.

- **84% through LinkedIn.** 401 sign-ups came through the LinkedIn event form, from 349 different organisations.
- **103 joined live (22%).** Most were in South Africa, with others joining from Kenya, Indonesia, Malawi, the United States and Poland.
- **An audience that stayed.** 80% of those who joined stayed for 30 minutes or more, and two thirds for 45 minutes or more.
- **Useful to everyone who answered.** All 45 survey respondents found the webinar useful, and 35 of the 37 who answered the question wanted to hear more on the topic.
- **Ready for a conversation.** 60% of respondents asked for more information on better technology for their contact centre staff, and another 24% asked to be contacted in the near future: 84% in all. Of those who answered the question on mental wellness support for staff, 63% asked for more information.

Busy buyers ignore product pitches, but they make time for their own problems.

LadyBugz plans, promotes and hosts B2B webinars in South Africa and internationally: topics that start with the buyer's problem, promotion on LinkedIn, and follow-up that keeps the conversation going.

Book a strategy call

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ABOUT THE DATA

This case study draws on the webinar platform's registration, attendance, poll and survey reports for the March 2023 webinar and on the LinkedIn event sign-up records. Each registrant and attendee is counted once, even if they joined more than once. Poll and survey figures are shares of the people who answered each question. The client is anonymised and the webinar is described rather than titled, but the results are real.