



Case study

Turbo charging the customer interaction and education process

Client Name:

Aqua Q

Region:

Americas

Country:

Canada

Vertical:

Manufacturing

GTM Theme:

Intelligent Workplace

Service:

ON24 webinar platform



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Heather Adamick, Marketing Manager, Aqua Q

Overview

Aqua Q (formerly known as Armtec) is one of the leading commercial drainage solutions firms in Canada. They help build better communities by imagining, engineering and delivering smart drainage solutions.

The company designs and manufactures stormwater, wastewater, agriculture and building construction products that deliver the highest performance, provide greater longevity, and enable faster installation, all while reducing carbon footprint.

Aqua Q’s brands include Big O, BOSS 2000 and their new technology leading composite pipe, BOSS 3000.

[Read more](#)

Disclaimer: The work described in this case study was performed while the company was known as Arkadin.

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Heather Adamick, Marketing Manager, Aqua Q

Challenges

‘Being a leader in plastic and composite pipe products means that we must influence decision-makers by educating them on advancing technologies, and make sure they ultimately understand the whole stormwater retention/detention system,’ says Aqua Q’s Marketing Manager, Heather Adamick. For this reason, the webinar technology that we use needs to educate engineers and municipal project managers across the country in a highly visual, uncomplicated way.

Unfortunately, the original webinar platform they were using was not meeting all of their needs, specifically in terms of:

- Platform functionality: the previous vendor’s platform was difficult to use, particularly when handing off presenting capabilities to different locations.
- Certification functionality: Aqua Q had to manually track and generate certificates for webinar attendees who were seeking professional continuing education credits.
- Project management: the prior vendor’s project manager was neither proactive nor responsive to their needs.

The solution

To solve these and other issues, Aqua Q turned to us and the On24 Webinar platform. We created new opportunities for the Aqua Q marketing and product management team to engage with customers in a fresh, new way – offering additional benefits:

- Fully functional yet easy-to-use platform: the On24 webinar tool is not only simple to learn and operate but has advanced features including registration source tracking, detailed reporting, and robust self-service tools including a thorough online knowledge center.
- Automated certification functionality: On24’s webinar solution tracks webinar attendance and engagement, and also has the ability to automatically generate a certificate of completion, which saves hours of manual administrative work.
- Professional and flexible project management: while many companies can provide On24’s solution, none can do it with the high level of service and support we provide.

Within a few weeks of initial conversations, we were able to launch the On24 platform for them, and the results have been spectacular.

The average attendance per webinar is over 200 and interactivity and user engagement has skyrocketed through the use of Q&A, polls, surveys and resources for download. Automatic CE accreditation has eliminated manual hours typically needed to provide certificates. Adamick confirms that: ‘Our webinar program has climbed to the next level since we partnered with NTT. Between the better platform and the personal touch of their customer support, each webinar is easier and more effective.’