



an
NTT Communications
Company

[Customer story]

Customer

Medibank

Region Australia and
New Zealand

Employees 4,500

Vertical Health
insurance
and health
solutions



Medibank builds staff leadership skills with Arkadin's managed Webcast event service



KEY BENEFITS

- Rich, high-impact multimedia service for reaching large audiences
- Enables live Q&A audience sessions and web-based content sharing
- Affordable, highly scalable Collaboration-as-a-Service model with low upfront costs
- Hybrid web and phone service ensures excellent sound for attendees with sub-optimal internet connectivity
- Full customisation and branding for a highly professional look

Overview and challenges

Medibank is Australia's largest health insurance provider, with more than 3.6 million members. Its People & Culture team regularly hosts alumni educational events using webcast presentations. The alumni sessions are a leadership development initiative linking management alumni (employees who have participated in a three-day intensive leadership development program) with business leaders who are able to share their valuable knowledge, interests and experiences.

To enhance participants' event experience, Medibank was keen to use a managed webcast service that was interactive and could be customised with the company's logo and brand colours.

As Organisational Development Consultant Fiona Bridge explains, the alumni leadership events needed an exceptional level of polish to reflect Medibank's high standards and professionalism. She first heard of Arkadin from her colleagues in the company's Communications team, which has used Arkadin's Audio Conferencing service for several years.



Arkadin collaboration solutions

- Arkadin®Webcast



“This exchange of information, using Arkadin technology solutions is vital to the continued growth of our leaders. The Alumni helps build relationships, ensure learnings from the development program are embedded and increases knowledge that makes a difference.”

“I can’t even imagine how much it would cost to hold these events live - without Arkadin it would be impossible to bring our Alumni together.”

Fiona Bridge,
Organisational Development
Consultant, Medibank

The Arkadin solution

Medibank chose Arkadin Webcast for its ease of use and interactive features, as Fiona explains.

“It’s important each event runs smoothly because we don’t want attendees to be distracted from their main reason for participating - their continual growth as leaders. We want to increase their knowledge so it makes a difference to all.”

Invitees can register to join a Webcast event on their desktop computer or any other personal device that directly streams audio and video. Attendees and presenters do not need to download any applications, making it fast and simple to use. Guests who join the event can hear the presenter and see their slides. They can submit questions to a monitored Q&A list which are read out by the Arkadin moderator for the presenter to respond to in real time or after the presentation.

Since introducing the Webcast service, the People & Culture team has hosted six highly successful events to virtual audiences of several hundred alumni located across Australia and New Zealand.

“Using Arkadin Webcast for our alumni events adds to Medibank’s professional image and reputation. I like the fact we have the same Arkadin event manager each time, who sets up each event for us with our logo and brand colours, ensures video and sound quality is at the optimum level, and monitors the interactive elements of the event including the Q&A. He also pre-tests the slides and videos to ensure they work perfectly during the presentation.”

The Arkadin event manager also records the event, which can then be turned into on-demand content for distribution via social media and Medibank’s website.

About Arkadin

Arkadin is one of the largest and fastest growing Collaboration Service Providers in the world. With a vision rooted in the belief that progress emerges from people's desire to share, Arkadin offers a complete range of integrated audio, web, video and Unified Communications solutions. These services are delivered in the cloud for fast, scalable deployment and a high ROI. The company's global network of 52 operating centers in 32 countries has dedicated local support teams to service its 37,000 customers. As an NTT Communications Group company, Arkadin offers the most comprehensive collaboration and Unified Communications services for meeting customer needs around the world.

To find out more about Arkadin please visit www.arkadinapac.com

Business value

By partnering with Arkadin, Fiona says Medibank's People & Culture team can focus on creating excellent leadership programs for its alumni staff members, positively reinforcing the high quality and professionalism of the Medibank brand.

Attendee insights: Medibank can capture valuable data about leadership development program attendees. By adding a registration requirement to its events, the People & Culture team can see who has attended. "We can use registration and attendance information to discover which events are the most popular and tailor our guest speakers accordingly."

Ease of use: The fact that attendees can join the managed webcast without having to download or install any applications makes it fast and easy to use. "Because videos, slides and other content is shared inside Arkadin Webcast, it doesn't matter what type of device attendees use to log-in."

Excellent service: Medibank enjoys the personalised service it receives from its dedicated customer service manager, who has collaborated with Fiona and her team to organise each alumni event. "Our customer service manager is very professional and easy to work with. I like the fact that he is very thorough and tests everything before each event begins."

Cost savings: Arkadin Webcast brings together thousands of people in a way that would be too cost prohibitive as a live event. "I can't even imagine how much it would cost to hold these events live - without Arkadin we simply couldn't host alumni events of this size and quality."

Scalable: Medibank can invite as many alumni employees as it likes to attend its leadership development program events. "Because it is a cloud-based event service hosted by Arkadin, we don't have to worry about bandwidth or other limitations on service. We can focus on producing an excellent leadership development initiative."