



## TRENDZER

Trendzer began in 2001 in Edinburgh, Scotland. Its founders believe that small and medium-sized businesses should also be able to have amazing websites that they could control and update to grow it alongside their business. Trendzer looks beyond just web design, weaving in expert support and training on website management including e-commerce, content and SEO.

Find out more about Trendzer:  
<http://www.trendzer.com>

### Challenges

- ✓ Need stable remote connection to do time-effective sessions with customers
- ✓ Remote access software needs to be easy to use for both customers and colleagues
- ✓ Need multi-platform and cross-browser compatibility to help all customers



### Solution

TeamViewer gives Trendzer a stable and fast connection that works on all platforms and is easy to use for both customers and team members. Trendzer is now able to get connected to a customer within 2 minutes, while other tools could take up to 20 minutes to succeed. This allows Trendzer to perform their consultancy sessions more efficiently, and the positive remote experience has resulted in improved customer retention.

## Building Businesses Online with Remote Access Consultations

After testing many remote access tools, TeamViewer comes out on top.

Trendzer supplies more than just web design to small and medium-sized businesses in the UK, Europe and North America. Their website packages include SEO copywriting, logo and site design and access to various integrated cloud applications. Trendzer customers use the intuitive dashboard to make amendments to their website and view their site statistics. Unlimited support is included, but if a customer wants to learn the ins and outs of website management and SEO, they purchase the Search Engine Manager bolt-on.

This bolt-on consists of a Dedicated Digital Expert doing a series of advice and training sessions on the customer's website, connected by remote access software. The purpose of these sessions is two-fold; Trendzer improves the customer's website presence and search engine ranking, and customers learn more about how to manage and improve their website themselves. Apart from these consultancy sessions, Trendzer also uses TeamViewer for colleagues in different offices or working from home.

**Other tools were not compatible, confusing and slow**

Trendzer has been around since 2001 and has tried many

different remote access solutions before switching to TeamViewer. Mike Batchelor, SEO and Content Service Manager explains: "A good-working remote access solution is extremely important to the success of our hands-on consulting services, and we have tried and tested various platforms before switching completely to TeamViewer."

Batchelor told us that some of the tools Trendzer tried were not compatible with different platforms and browsers, which limited them in promoting this bolt-on to their complete customer base. Another issue with some tools was that the installation and set-up took a while because it wasn't straightforward enough.

## Implementing TeamViewer and not looking back

In early 2016, Trendzer's Systems Manager implemented TeamViewer in the organisation:

"I heard about the challenges the SEO team had with their remote consultancy sessions. The tools we used in the past were laggy, difficult to use and weren't compatible with all browsers and systems. As I had experience with TeamViewer, I introduced it to the team. It is, in my opinion, the most stable and fast remote access software out there – it just does what it needs to do."

Since implementing TeamViewer, the Trendzer team has not looked back at other tools. Batchelor explains how TeamViewer has increased productivity in the company: "When the Dedicated Digital Expert calls the customer to get the remote access set up, the customer gives them their ID and password to sign in, and they're ready to go in less than two minutes. With other tools, it could take from five up to twenty minutes, which ate up valuable session time." Trendzer is happy to say that by implementing TeamViewer, their productivity during sessions has gone up from 67%-92% to a solid 99%.

## Straightforward tool and smooth connection

After connecting to TeamViewer, Trendzer's Dedicated

Digital Expert and the customer start with their consulting session. Batchelor finds it's a world of difference from previous tools: "Training our colleagues on the tool was a piece of cake, and because it's so easy to use, the customers have no issues with it either."

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In a Search Engine Manager session, it's Trendzer's aim to do two things: improve the website and train the customer. Therefore it's vital that the remote access software has dual control, so both the customer and the Dedicated Digital Expert can access the client's website dashboard.

Batchelor concludes: "It's by far the best performing remote access tool we have tried over the years. There is no lag, and it really feels like you're working live on the customer's computer. TeamViewer has definitively contributed to our customer satisfaction and retention, because it allows us to execute our Search Engine Manager Service like we intend to."

### TeamViewer GmbH

Founded in 2005, TeamViewer is fully focused on the development and distribution of high-end solutions for online communication and collaboration. Available in over 30 languages, TeamViewer is one of the world's most popular providers of remote control and online meetings software.

For more information about TeamViewer please visit: [www.teamviewer.com](http://www.teamviewer.com)

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