

A Customer Success Story

Trust Company of Vermont chooses Lifesize to securely connect with clients and staff at home or remote office locations.



Challenge

In order to bridge the gap between disparate offices and bring a tighter cohesion to the employee-owned business, the Trust Company of Vermont was looking for a reliable, high quality video collaboration system.

Solution

The company opted to invest in four LifeSize® Icon™ systems, equipped with second-generation touchscreen phones. The employees also purchased a number of LifeSize® UVC ClearSea™ licenses to enable more flexible video options on desktop computers and mobile devices.

Results

Both employees and clients are enjoying the video solutions from LifeSize, and use them on a regular basis. Clients are able to securely connect with their preferred investment managers from anywhere in the state, and employees are able to engage in flexible work options from home or while on vacation.

Vermont's First Independent Trust Company Trusts LifeSize for Its Collaboration Needs



ORGANIZATION:
TRUST COMPANY OF VERMONT, BURLINGTON, VERMONT, USA

The Trust Company of Vermont is a state chartered trust and investment management firm for individual investors, corporations and non-profits. Employee-owned and managed, the company is dedicated to building a strong, stable environment for clients and staff across five branches in Brattleboro, Burlington, Rutland, St. Albans and Manchester Center. Services offered include custody, investment management, trustee and fiduciary advisement, and estate planning, among others. As the first independent trust company in Vermont, the company is unique in its industry for its independence, expertise and approach to maintaining long-term relationships.



“In our business, it is critical to see our clients’ reactions to certain things we might say. We have found that the only way to build trust with our clients, aside from in-person interactions, is with video conferencing.”

Challenge

Because the company is based in the rural state of Vermont, traveling between branches can often be challenging for staff and clients, especially during the harsh Winter months. Additionally, each investment manager has clients scattered throughout the state and maintaining a face-to-face relationship with them can be difficult if lengthy travel is frequently required. The Trust Company of Vermont was looking for a way to not only connect with their clients irrespective of distance; they also wanted to improve collaboration between the various branches from an internal perspective. The answer was video conferencing.

When the Trust Company of Vermont first explored video collaboration options, they were discouraged at the solutions they found. Consumer-grade products like Skype did not offer the high-quality experience that the firm needed to cultivate strong client/advisor relationships.

Additionally, the free video products lacked critical security features that were a necessity for the Trust Company and its clients when discussing confidential financial information.

The company was eager to find a video product that provided secure, high quality video and audio without compromises.

We played around with various options like Skype and other off-the-shelf, gimmicky products. We noticed that the lip synchronization was absolutely awful, and we found ourselves using an audio bridge to supplement our video calls because the audio quality on our video solution was just that poor,

DAVID DEBELLIS
PRINCIPAL AND PORTFOLIO MANAGER AT TRUST COMPANY OF VERMONT

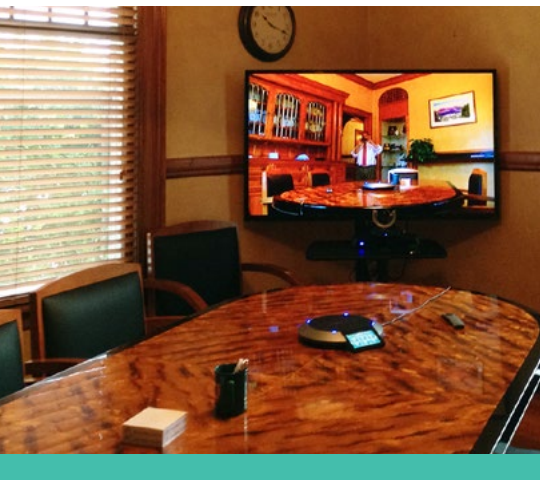


“Before we purchased LifeSize, we would only get the chance to see our remote colleagues once a year at the company holiday party,” said DeBellis. “With video conferencing, we feel more connected than ever before which has led to a tighter, more cohesive business overall.”

Solution

“We had heard of a nearby law firm in our community that had been successful with a video company called LifeSize, and we were excited to learn more,” said DeBellis. “Once we got in touch with Jim O’Malley from Corporate Data & Voice Solutions, Inc. and saw a demo of the LifeSize Icon system, we knew we had found the answer to our problems. It was amazing to see what a true HD video collaboration solution really looked like.”

Though it was a sizable investment for the small firm, the employees collectively decided it was worth the cost due to the travel savings they would undoubtedly experience. After the demo, the company purchased LifeSize Icon systems for each of their conference rooms across the state. They coupled the endpoints with LifeSize touchscreen phones to enhance the simple user experience of the total solution. Additionally, the company purchased a number of LifeSize UVC ClearSea licenses to support video on desktop computers and mobile devices.



Trust Company of Vermont’s conference room, featuring Lifesize Phone



“With video conferencing, we feel more connected than ever before which has led to a tighter, more cohesive business overall.”

Results

LifeSize Icon solutions have made a positive impact on the company, both internally and externally. Though the company was a bit hesitant to introduce its clients to this new form of technology, the initial reception was outstanding. With LifeSize ClearSea, clients are able to connect with their preferred investment manager over video wherever they may be, and this convenience and flexibility won over their clients instantly.

Likewise, clients and investment managers feel peace of mind knowing that the confidential conversations they have over video are secure and inaccessible by third parties.

Within the organization, the company has used video in a variety of ways, from weekly training sessions to discuss changes in tax and trust law to company-wide staff meetings. Employees are even able to work from home or while on vacation in a warmer climate during the harsh Vermont winter. With the touch of an iPad or the click of a mouse, investment managers are able to connect with clients and colleagues from the location of their choice.

Learn More

Make sure to check out our other case studies at www.lifesize.com/en/case-studies to learn more about how Lifesize is transforming business communication.

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