Hit Reach Puts the Customer First With Zoom's Help

Chris Gilchrist
Founder and Managing Director at Hit Reach

Summary

- Hit Reach takes a customer-oriented approach to website development.
- Zoom helps them connect with their clients and remote teams.
- Recording and the easy, stable Zoom interface are valued features.

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The Internet has become a very competitive place. So much so, in fact, that it often takes a lot of help to have a hope of getting to the first page of search engine results. Great content isn't the only thing websites have to focus on to stay alive. The way that the sites are built and the way they look to visitors and search engines are also highly important, especially when visitors and search engines alike have millions of alternatives on which to land.

One company, Hit Reach, steps up to the plate to build and help market websites for its customers. Hit Reach builds highest quality, cost effective, SEO-friendly websites that are easy for customers to update and manage themselves. Hit Reach is unique in that they spend a lot of time with their client learning their challenges and needs before building the best solution to their unique requirements.

The Hit Reach team is dispersed in multiple locations, and the company has had to iron out the issues of trying to get them to collaborate effectively and efficiently. We had the opportunity to speak with Chris Gilchrist, the Founder and Managing Director of Hit Reach, about the journey his company underwent in order to find the best solution to this conundrum.

Hit Reach has many clients in different areas of the world, a team that is equally dispersed, and a field of work in which it needs to show the most professional image possible. This means that it needed a solution that allowed them to speak with team members and customers in a way that demonstrated that they were as sterling as their product, while allowing a certain degree of flexibility. They needed a grade-A video conferencing solution.

"We've got an office in Dundee with about ten people in it, but we also have other workers distributed across the United Kingdom," said Chris Gilchrist. "To get them to work together, we need a solution that allows our remote workers to easily pass along work and communicate with the rest of the team."

Hit Reach's product doesn't just sell in Dundee, where its main office is located. Since it has a global customer base, it obviously needs to find a way to talk to clients, preferably without having to resort to phone calls and email attachments.

"We also use video to talk to our clients and offer them help when something goes wrong with their machines," said Gilchrist. "Video is a very useful tool when supporting customers, especially considering the fact that most of our client base is in London."

Because of the complex nature of the work that they do, Hit Reach must be able to show lots of project information to its clients abroad. This means that Hit Reach

has to keep in touch with its clients several times and help them visualize what the finished product will look like. The most efficient way of doing this, of course, is by having an interactive discussion in which all design elements can be discussed individually in one session, rather than hassling with improvised back-and-forth solutions like email and phone conversations.

"For our remote customers, primarily based in London or the United States, we often use video to establish pre-sales contact," said Gilchrist. "Aside from that, we also go through the planning phase with our customers through video in situations where meeting face-to-face is impossible. In this phase, we go over the design of the customer's website before we go and build it. Once the site's finished, our interaction with them isn't over. We have to teach customers how to use the site and update it."

In their search for the right video meeting software for their needs, Hit Reach has run into many speed bumps. There were several deal-breakers, since the company needed a platform with which it can communicate with both its team and its clients without any hitches, distracting beeps and dings, or gadgets thrown all over the interface. Moreover, they needed software that wasn't riddled with bugs. Having sub-par video conferencing software would severely hurt the company's reputation to its clients. This wasn't something that Hit Reach would accept.

And so, the SEO company went through the growing pains of finding a proper video communications platform that doesn't hiccup or throw tantrums. At the end of its journey, it found Zoom.

"Before using Zoom, our other video communication software was throwing many bugs in our direction," said Gilchrist. "Sometimes, the interface would beep throughout the entire meeting, and there was no way to fix this other than scrapping the meeting and starting a new one entirely. It was a very unprofessional way to host a meeting. It could actually take more time start the meeting than the amount of time we intended the entire meeting to last."

Having to restart a meeting creates a bad professional image to clients. When speaking to the team, such an issue also drops their morale and trust with the company. This all is in addition to the trouble that each participant has to go through by joining the new meeting. Hit Reach, a company that takes its business and its customers seriously, wasn't going to allow something like this to happen. Its adoption of Zoom was a way to get rid of these issues, so that Hit Reach can continue doing what it does best.

"We haven't just tried one solution," said Gilchrist. "Unfortunately, we didn't have a good experience with anything else we tried. We wanted a video solution with minimal hassle; and with Zoom, this is what we got."

For Hit Reach, it was important to have a system that was **versatile and easy to use, didn't require proprietary hardware, and didn't need all the participants to register for accounts**. Zoom met all these requirements without any question.

"Another issue for us is the fact that we needed a solution that allowed us to do what we wanted with our recorded videos," said Gilchrist. "Our company conducts interviews with other people in the industry, and we like to put them online without being forced to use one particular venue where people can distribute them publicly. This just wasn't the case with other software."

Zoom's recording feature is very straightforward and non-intrusive. When Gilchrist wants to record a meeting, he doesn't need to hunt for the "Record" button. It shows up on the main interface. When he finishes recording a meeting, he can quickly grab an MP4 or M4A of it and store it wherever he wishes. This kind of quick and simple setup is something that has been missing in many video solutions on the market.

Hit Reach got everything it needed from Zoom:

- An **easy-to-use interface** that doesn't interfere with discussions, especially when conversing with clients.
- A **stable platform** that doesn't present the technical issues that plague other video communications software.
- A seamless, professional experience for clients.
- The disappointments were over, and Hit Reach could move along and communicate with its clients and its team while focusing more on its product.

"Our decision to use Zoom was largely based on its simplicity. We've had headaches with other software before, and it was time for something that worked better for us. Zoom just gets the job done. It was an all-around positive experience," said Gilchrist.

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