

# CONVO

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CASE STUDY: INFOGENIUS

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*“Convo has done an excellent job of extracting the best features out of social networking communication, without coming off as a social networking platform. It’s just off the charts.*

~ Peter Pequino, President InfoGenius.

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**infoGenius**  
internet ideas@work

Founded in 1999 by a group of engineers, InfoGenius has been connecting businesses worldwide with the Internet technology they need to build, manage and grow successful e-businesses.

## PROBLEMS THEY WERE TRYING TO SOLVE

We were looking for a communication tool that lets our teams have substantial conversation in the most efficient way possible. Email took too much time and a lot was lost in long email chains.

## EVALUATING OTHER SOLUTIONS

We evaluated and tested a host of solutions (HipChat, Slack, Yammer, Tibbr etc). The reasons for not selecting any of the other solutions varied from limited functionality, lack of platform support to missing key elements e.g. threaded conversations.

I think Convo is a clear winner in this group, by a long shot. I just wish we had come across Convo sooner – it would have saved us a lot of time with these evaluations.

## WHY CONVO

Convo was our choice because it gave us the best of everything – a feature rich communication tool that facilitates ‘to the point’ conversations designed with an ease-of-use typically associated with social networks.

## BEST OF ALL WORLDS

We loved that Convo is not a place to just share funny anecdotes and the like, its a serious business communication tool meant for meaningful conversations (with the occasional anecdote). It’s this small but extremely significant distinction that makes all the difference.

## NEXT STEPS:

Sign up for free at [www.convo.com](http://www.convo.com).

Email [sales@convo.com](mailto:sales@convo.com) to request a demo. Ask us how Convo can help your company get work done faster, with better results.