

Success Story: KSV1870

“GoToWebinar is the ideal solution for us – easy to use, flexibly scalable, and equipped with all the features we need.”

Barbara Mayerhofer

Head of Marketing and Member Management, KSV1870

KSV1870 is Austria's leading association for the protection of creditors. Serving as a powerful voice for businesspeople, it represents the interests of more than 34,000 voluntary members. Through its digital services, KSV1870 helps businesses protect themselves from financial losses, strengthen their liquidity, and identify new growth opportunities.

www.ksv1870.at/en



Challenge

KSV1870 quickly realized the importance of offering its members added value through expanded information and resources. However, reaching members in person was difficult due to their wide distribution across Austria. In addition to responding to urgent situations like outstanding claims or insolvencies, KSV1870 wanted to proactively support its members by providing them with ongoing, relevant insights.

The main challenge was to develop an effective and scalable format that could reach a broad membership base spread across large distances - without relying on traditional events that require significant time and resources.



Solution

The KSV1870 team decided early on to introduce webinars as a way to communicate and engage with members on a regular, interactive basis. After an extensive evaluation phase GoTo Webinar was chosen as the software platform, as it proved to fulfil all the KSV1870 requirements.



Originally designed as a pure information offering, webinars enabled flexible delivery of diverse and relevant topics - from receivables management and insolvency law to data protection and cybersecurity.

The strategic decision to adopt webinars even before the pandemic proved forward-thinking: When the demand for digital events surged at the start of COVID-19, the KSV1870 team was well prepared.

The organization quickly established a comprehensive webinar program, covering a wide range of financial and legal topics, and was able to reach a large number of their members.



“Webinars quickly became an established part of our company-wide communications strategy.”

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Results

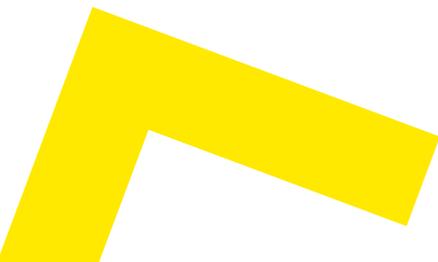
By adopting GoTo Webinar, KSV1870 is now able to provide its members with relevant information proactively and in a targeted manner. Already the very first webinars attracted exceptionally high attendance - a clear sign that the digital information offering was met with strong interest and fulfilled a genuine need.

The format's success meant that webinars soon became an established part of KSV1870's company-wide communications strategy.

Internal buy-in also grew significantly: specialist departments and subsidiaries actively adopted the format and increasingly requested to use it. In this way, KSV1870 not only supported its members effectively, but also established a sustainable digital communication platform.

The company also saw benefits from high attendee engagement, seen in strong response rates to feedback surveys and a continuously growing newsletter mailing list.

By establishing the webinar format, KSV1870 not only met a real need, but also laid the foundation for a dynamic digital dialogue platform that still continues to exceed initial expectations.



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