

Intervoice Develops Clear Connection with the Sales Team *Before the Call Grows Qualified Leads by 30 Percent*



The leader in the delivery of personalized, multi-channel automated information solutions that connect people with information, empowering them to control the way they interact with a business.

Industry
Technology

Geography
Worldwide

Challenge

- No standard process for gathering sales research
- Too much time wasted researching leads
- Not enough time spent pursuing high value leads
- Sales reps often under-prepared for calls

Benefits

- 30% more qualified leads are being passed to sales
- Qualification process improved by 67%
- Sales research is retained as corporate memory
- Marketing is able to measure result



"We've learned that more than 80 percent of the sales research being done today is not retained as part of corporate memory, and we're glad not to be part of that statistic anymore."

- Andy Creach, Director of Inside Sales Intervoice

With more than 23 years of market leadership, Intervoice delivers personalized, multi-channel automated information solutions to enterprises and network service providers in 80 countries around the world, resulting in improved operational efficiencies, new revenue streams and enhanced customer satisfaction.

The Challenge

The sales representatives at Intervoice were not effectively using Salesforce.com in conjunction with the other sales tools at their disposal. Because of this, the group lacked a cohesive strategy for lead qualification, so reps were basically cherry-picking leads based on their own knowledge of the market. Lead management and processing was inconsistent, so too much time was being spent researching leads that turned out not to be applicable, and not enough time was spent pursuing leads that were of potentially high value to the company. Because of the extraordinary amount of time required to gather intelligence on new prospects, the reps often had to make sales calls without being prepared.

"The bottom line was that a lot of wheels were spinning without the expected outcome," said Andy Creach, Intervoice director of inside sales. "And as a result, a lot of very good leads were being left to rot on the vine."

The Solution

After evaluating a number of sales intelligence solutions to address these issues, Intervoice chose Before the Call because of the truly seamless integration with salesforce.com mitigating the ramp up time of the reps, best-known data sources available without leaving salesforce.com, and the ease of the configuration to meet their specific business needs. All this resulted in immediate return on investment using Before the Call.

Creach and his team were anxious to see Before the Call in action. "When we heard about the scope of what Before the Call could do, we were excited," he said. "It basically does all the grunt work for the sales reps so they can focus on selling, and it also tells our marketing team which of their campaigns are generating relevant leads. What other sales tool can do all that?"

The Results

Sales Effectiveness

According to Creach, Before the Call's impact on sales efficiency was immediate and significant. "Because reps no longer have to exit in and out of the CRM system to gather intelligence, the qualification process triple in efficiency, reducing the number of steps dramatically" he said. "And because we can determine the exact criteria we want, we're seeing 30 percent more qualified leads being passed into the sales funnel, and our reps can pursue the leads that have the highest probability of converting to sales. Any way you slice those numbers, they're fantastic."

Corporate memory

Intervoice now retains the research done by sales as part of corporate memory, sparing the company from having to repeat the process when transitioning between sales reps and partners. "We've learned that more than 80 percent of research being done is not retained as part of corporate memory, and we're glad not to be part of that statistic anymore," Creach said.

Don't forget marketing

Marketing is also benefiting from using Before the Call. "In the past, our marketing team had a hard time knowing which programs were generating leads that were relevant," Creach said. "Now they know, which allows them to spend their budget wisely and also to identify new market opportunities based on the traction that their campaigns generate."

The Before the Call team worked closely with Intervoice to configure the solution for salesforce.com, the company's CRM system. It was up and running in less than a day and was immediately usable by the sales team since the look and feel matched that of Salesforce.com.

Creach doesn't hold back his praise for Before the Call. "It's an amazing product that no sales organization should be without," he said. "Today's world is about doing more with less, Before the Call is a solution allows my team to make the best use of their time and allows Intervoice to focus on those opportunities that will have the greatest impact on revenue."

About Before the Call

Before the Call delivers a solution that will enrich lead data with best known information from both extra-enterprise and intra-enterprise sources. Rather than having sales reps manually search for prospect data and corporate collateral, the Before the Call solution will bring this information to the user in context, all within the salesforce.com interface.