

No more phoning it in:

Solving sales
problems with
CloudCall.

Is your phone system holding you back?



There's no element more essential to your business than your phone system.

It's the beating, ringing heart of your operations. It's vital to your success. Without it, you lose a crucial method of generating sales.

But what if it's holding you back?

When you heavily rely on a legacy system, it can slow you down. More specifically, managing your customer relationship management (CRM) and calls separately wastes time.

When these two areas operate in silos, you miss out on essential information about the success of your strategies and by the time your sales team get their hands on that information, it can be out of date.

However, when you link your phone system to your CRM, a whole new world of efficiency and insight is opened. Getting a 360-degree view of what's working (and what isn't!) is suddenly quick and easy, so you'll never be stuck wondering whether your team's time is being used effectively or if a particular

way of working is having the intended effect. With calls and chats captured directly into your CRM, suddenly every new conversation is a key that unlocks business growth.

Where once you'd have to see out a project from start to finish before you knew if it was a success, sales teams instead become able to get essential information whenever they want, saving time and helping you to gain real time insight into what gets results.

With 9 years of experience supplying solutions that make companies better at satisfying the needs of their customers, CloudCall was built with real sales use cases in mind. It's full of features to help sales succeed – but the key to meaningful change lies in pinpointing the pain points of how you're currently working.

With that in mind, let's take a look at some of the ways CloudCall can give you the answers.

Back to basics.

Sales can be a complex business, so figuring out where you're meant to begin when it comes to optimising your operations can be a puzzle.

We recommend IT managers, sales directors, CRM admins and CEOs start with a look at the most basic elements of their operations.

Is your sales team hitting their activity Key Performance Indicators? If yes, fantastic, you don't have a problem. But if your team is struggling to meet them, it might be time to ask if they're having the right conversations with customers – or if they've even been given the right activities to work on in the first place. Great sales strategies are born out of trial and error, so don't hesitate to reassess and change tack if you discover an issue.

But that comes after you've identified whether or not your team is reaching its full potential – something that's difficult enough to discover in its own right.

No matter how hard working your sales fleet are, you could be unknowingly missing out on a whole world of success. Getting under the hood and understanding how effective salespeople are is crucial. But constantly manually monitoring them or asking them to fill out endless forms about their performance is inefficient, and creates an even bigger time sink when someone is forced to collate and analyse the data recorded.

Being able to monitor your teams' calls and call stats in real-time will give you a clear picture of how things are going.

Everyone's on best behaviour when they know they're being assessed, but that doesn't always paint a genuine portrait. Whereas CloudCall's ongoing monitoring features mean you get a truly realistic view of your teams' performance, whenever you may need it.

On top of this, you can help out with advice and improvements in real-time, taking the stress out of coaching and ensuring that standards are always maintained. Combine that with the ability to record calls for post-project reporting, and the route to success gets a little clearer.

So, you've figured out what you need to do. Here's how CloudCall can help you do it.



**CRM applications
can increase
revenue by up
to 41% per sales
representative.!**

CloudCall features.



Supervisor panel

Get an instant birds-eye view of what calls are being conducted when, for how long, and whether or not they hit the mark.



Monitor

Listen in to calls to ensure scripts are being followed.



Whisper

Offer real-time suggestions to your team to keep them on track.



Barge

helps facilitate discussions, boost customer satisfaction, ensures first call resolution and allows you to make an important interruption if required.

Efficient and effective.

Figuring out the lay of the land, what's working and what isn't, and charting your next course was the easy part. Next comes thinking about how that impacts your strategic approach to sales improvement.

The good news is that CloudCall makes refining your new strategy for maximum efficiency pretty straightforward.

In sales, there's a lot of room for wasted time: scripts that don't land, experimenting with a new tone of voice that doesn't resonate with your customers, calls conducted at the wrong time of day, and much, much more.

But even when you've nailed your perfect strategy, your team is still going to fall prey to little hidden inefficiencies: swapping between different software for different tasks, trying to find the right information from the right sources, the time it takes to hyper-personalise communications manually, and even simply not knowing what to prioritise when.



This is where having an integrated system comes in. With a tool like CloudCall, your teams will be able to conduct all of the above and more from one centralised platform. It ties together all of the different forms of client communication in an easy-to-use format that both sales teams and IT departments find easy to work with.

Your people will always know how and where to find the information they need – and everyone will benefit from a greater wealth of information being collected, thanks to how simple the platform is to use.

This makes personalising sales contact a no brainer. Your teams will be able to use all of the data available to them to help make a sale, as well as drawing on tools like call routing, call groups, local presence and SMS conversations to make calls more efficient in general (again, all from the same convenient platform).

Even time taken up by admin tasks will be slashed, as CloudCall automates much of the data input process.



Using a CRM can increase productivity by **34%** and forecast accuracy by **42%**²

CloudCall features.



CRM Integration

Everything you and your team need to succeed in one place, from calls to SMS.



In-Call Consent Capture

Capture verbal consent to store and use customer data including call recordings while on the phone.



Local Presence

Ring candidates using local phone numbers to boost the number of calls picked up.



In summary.

Sales is a fast-paced, complex world. But businesses don't have to struggle to keep up under a sea of customer information and forks in the planning road. It all comes down to having the right tools on your side, giving you the full picture of how your business works and what you should be doing next, as well as making your operations slicker and more efficient in the process.

Hitting your goals, gaining back precious lost time, and squeezing the best from your customer data doesn't have to mean working harder – just smarter. The only question left is are you ready to discover how successful your team can really be?

Curious? Why not book your free demo today.





CloudCall is a communications platform that provides intelligence for your business. We enable and capture calls, chats and collaboration to provide a single view of multi-channel customer interactions. This turns conversations to insights that help your business grow in a complex world.