

Transforming Sales Operational Efficiency with Conquer Voice for a Leading Payroll Company

CLIENT OVERVIEW:

Our client is a prestigious Fortune 1000 HR/payroll provider. Despite their high standing, they faced significant challenges in their sales organization due to low adoption rates of their previous sales enablement tool.

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- Latency, dead air, and other call quality issues caused leads to simply hang up, an agitating experience for both our client and their customers.
- Agents opted to use their personal phones instead, posing a serious risk for PCI compliance and the corresponding fines.
- The usage of personal phones also caused issues with data quality in the form of incomplete/orphaned records, duplicate leads, and a general lack of activity tracking.
- Poor issue resolution and subpar responsiveness from the previous vendor exacerbated the issues, further frustrating reps.

The Conquer Solution:

The solution came in the shape of Conquer Voice. With its enterprise-grade telephony network and native integration to Salesforce, Conquer provided our client with top-tier call quality. This ensured all

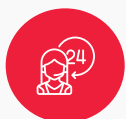
calls, both inbound and outbound, were tracked and logged directly to the CRM, guaranteeing accountability and data integrity. Here are the Conquer factors that made the difference:



High-Quality Telephony: Conquer Voice's enterprise-grade telephony network remedied the previous call quality issues, providing our client with the highest available quality at all times.



Salesforce Native: Our Salesforce-native platform kept sellers inside the CRM, and off their personal devices, for full capture of all inbound and outbound calls directly to Salesforce.



Dedicated Customer Service: Conquer's world-class customer service provided a stark contrast to our client's previous experience, with round-the-clock availability to swiftly resolve any issues.



Partnership Approach: Conquer's partner-led approach meant we optimized Conquer Voice to best suit our client's business needs and solve their unique challenges, ensuring maximum efficiency after implementation.

Results:



Soaring User Adoption:

Conquer Voice's intuitive interface led to increased adoption by the sales organization, which additionally served the purpose of maximizing our client's CRM investment by keeping sellers working inside of Salesforce.



Accurate, Compliant Reporting:

Conquer succeeded in removing PCI compliance fears by eliminating the need for reps to use their personal devices, while also ensuring full activity capture for all customer interactions.



Foundational Partnership:

One sales enablement manager praised the partnership approach like so: "Conquer is more of a partner than a software...if you have the right partner, you can work through any challenge by showing up and figuring out what can be done together."

Driving Better ROI:



A staggering **75% increase** in user adoption over the incumbent provider of both Conquer Voice and Salesforce.



Sales operational efficiency saw a 15-times increase because of the improved calling and telephony provider experience.



Our client achieved **100% PCI** compliance across all members of the sales team within weeks of implementation.