



Case Study

INFORMATION TECHNOLOGY | SALESFORCE IMPLEMENTATION AND CONSULTING Unified Communications Technologies



Organization

Unified Communications Technologies (UCT)

Customer Credentials:

- Located in Santo Domingo, Dominican Republic
- Includes an office in Coral Springs, FL
- Designs and delivers customized solutions in information security, networking and integrated communications for companies of all sizes

Solution delivered:

Consulting and training to enhance and optimize use of Salesforce CRM and replace manual sales processes

Benefits:

- ✓ Optimization of Salesforce CRM
- ✓ Significant sales growth
- ✓ Enhanced sales team workflow
- ✓ Improved and more detailed client interaction

Unified Communications Technologies Enlists Doble Group to Streamline and Automate its Sales Processes While Significantly Increasing Sales

Challenge

Unified Communications Technologies (UCT), headquartered in Santo Domingo in the Dominican Republic, focuses on the consulting, deployment, training and support of information and communication technologies. Its innovative solutions are based on standards that interact with their environment and include structured cabling, wireless networks, information security, video surveillance, LAN/WAN bandwidth and optimization, knowledge transfer, network routing and switching, IP telephony and VoIP. As a company dedicated to providing services and



Case Study

INFORMATION TECHNOLOGY | SALESFORCE IMPLEMENTATION AND CONSULTING Unified Communications Technologies

solutions that meet the specific needs of its customers, UCT strives to maximize productivity while reducing costs, thereby achieving high performance in its objectives.

Though UCT was growing at a steady rate, the company didn't have any formal way to track client interaction and measure sales. Salespeople at UCT were simply using spreadsheets to record data from their clients, so they did not have a solution to mesh all of their client information for a broader picture. In addition, the company did not have a solution to track its sales employees' workflow, and details of client interaction were often lost.

"We knew we needed a solution that allowed us to better track client interaction and measure sales," explained Edder Herrera, General Manager of UCT. "We wanted to follow our clients' growth without losing our personalization to them, and we were looking for a customized tool that allowed us to do that."

Solution

Herrera found the customized solution for which he was looking in Doble Group, a consulting firm that focuses on improving business results through the implementation of CRM and Performance Management solutions and the alignment of its teams and processes for success. Mariano Doble, CEO of Doble Group, has more than 24 years of practical sales and marketing experience across different industries in the international and U.S. marketplaces.

"We asked Mariano to do a consult of our company to find out how to improve our sales and better manage our CRM," stated Herrera. "Once we learned specifics on what Doble Group could do to help us, we were able to share that information with the rest of the company. We chose Salesforce because it's the best tool in the market and has excellent support from Doble Group."

Once the Doble Group team was able to ascertain UCT's specific needs and workflow, it developed a custom solution for the company. Also, by providing training for UCT on how to best use its CRM to its fullest capacity, Doble Group is able to provide the company with ongoing support that aligns its Salesforce application with its sales and customer services processes.

Results

Since utilizing Doble Group to enhance its sales processes, UCT has doubled its sales. According to Herrera, ***"In addition to significantly growing our sales, we've improved our sales meetings because we go into them with more data more quickly to assess our clients. Our salespeople like that they can now use Salesforce as a tool to help them improve their sales interaction, and the technology helps them simplify that interaction. Through Doble Group and their optimization of Salesforce for us, we've even been able to add some more salespeople. Doble Group is simply the best, and I'm recommending them to all my clients and even relatives!"***