

Case Study – Ease of Use

The Case

A need for better email response rates and demo appointments

For any team in a company (your own for example), it can be difficult to adopt new technology or software. Luke Barnes, Chief Sales Officer for Madwire wanted to help his team increase response rates and set more demos. He heard how effective video can be, but was hesitant to add another piece of software to his team's tech stack.

Madwire's sales team needed a way to make more efficient touches while building customer relationships. Luke recognized the value of using video but wanted to make sure his team would find success with our service. Read the full story below to see how Luke's team was able to easily start incorporating video into their existing processes and in turn, increase response and demo rates. Check out the video at the end that covers how Madwire was able to quickly adopt BombBomb.

The Impact

How video connects your team with your customer base

We began a pilot program for Luke's sales team by offering 9% of Madwire's employees to use our service for a month-long period. The test group saw such immediate success in implementing video that additional employees wanted to try the service as well. Because of this, they ended up adding the software to another 15% percent of their team's tech stack.

During that trial period, Madwire's sales team found unbelievable results using video in their sales cycle. But what impressed their team the most was the ease of use adopting the integrations for BombBomb's video service.

With our powerful coaching program, Madwire (like many of our customers) was able to learn video best practices in a matter of days. Getting comfortable using video can be a new experience for team members, and we have plenty of content to help them. We also perform discovery to find the best applications for each user. Having this education at the start ensures your team will see the results in their outreach immediately.



“It’s just right there in your email, and literally you just have an extra button to click, vs. having to go into a separate system, record something, copy that, and move it over.”

LUKE BARNES
CSO, Madwire



Schedule a demo to learn how video can help your team succeed.

[SCHEDULE A DEMO](#)

Within that trial period, **Luke's team found three aspects of our service that made it easy for them to use and saved them valuable time.**

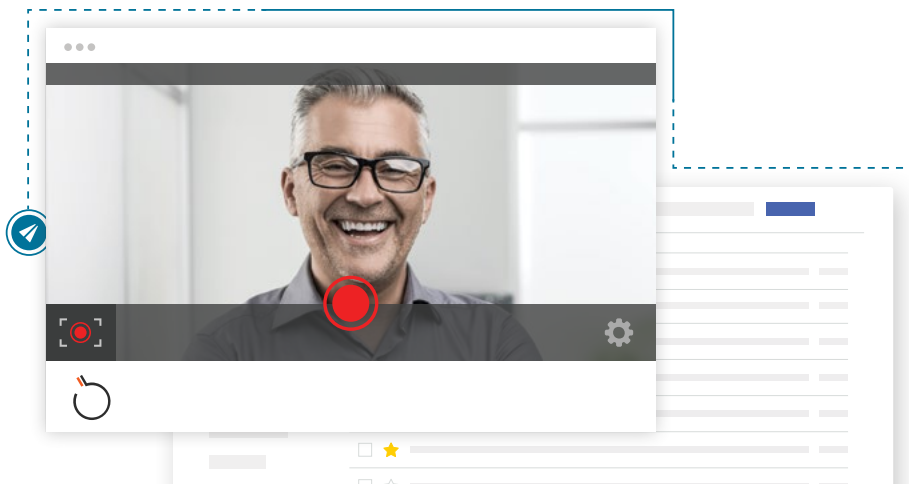
- 1. Each team member had access to our extensive coaching success program to get set up and start sending videos.** This includes our list of best practices on how to succeed with video and when and where video works best for your team.
- 2. Adoption per seat to start recording and sending videos took as long as creating an account and downloading the extension.** Adding an extra button inside the composer of their inboxes allowed Madwire's sales team to immediately start using video.
- 3. The sales team was able to save time by being able to communicate complex ideas with video.** By showing their faces and sharing empathy, they can holistically approach concepts difficult to explain over plain-text communication.

Madwire began their pilot program in May of 2019, and has seen tremendous growth in the months since. Video allowed the team to maximize their sales cycles, streamline workflow, and create more efficient processes to connect with customers.

Adopting video doesn't have to be a complicated process, nor does it require a long time or the addition of complex software. With some guidance from our team, we can help your teams find the same success Madwire's staff has with video—we'd love to discuss how video can help your business grow!

Schedule a demo with one of our representatives today.

SCHEDULE A DEMO



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“The ROI that I'm seeing on this (video email) is **I'm putting in very little time and I'm getting a lot back from it.**”

JAMES BERTRAND

Senior Sales Director, Madwire



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“It's pretty clear to determine the people who haven't utilized BombBomb, and the people who have, **there's a difference in their gap of growth.**”

LUKE BARNES

CSO, Madwire

