Case Study – Deal Closure Rate Improvement

The Customer

A major Financing firm

Challenge:

Outbound sales staff closure rates and overall performance ratings were suffering due to prospects and customer reachability issues.

> ***"One-call deal closures are relatively rare in our business. Prospects and customers expect our sales folks to demonstrate commitment, and be reachable and available even after hours. With Mobile2CRM we're not only capable of demonstrating this level of commitment but can document and log those interactions, analyze them, and optimize our performance – increasing revenues."***
>
> The firm's CRO

Solution:

Mobile2CRM introduced a virtual business profile with a virtual number, WhatsApp and SMS functionality, enabling sales staff to invite their prospects to call them back at *anytime* via their "private" mobile number, demonstrating their personal commitment. As a result, business calls received in out-of-office hours are now recorded and linked from the CRM and sales reps can now hear customer and prospect call recordings using their cellphones.

The system also provides analysis and performance improvement tools including reports, call recording data, etc. to further enhance and optimize efficiency and performance.

Outcome and benefits:

Closure rates increased by 23% by simply allowing prospects to consider the deal and call the rep's mobile number even after office hours. As to privacy and other regulatory constrains – all requirements were met.