

West Corporation: Sales Acceleration Success Story



COMPANY DESCRIPTION

West Corporation (Nasdaq: WSTC) offers conferencing and collaboration services along with public safety services and interactive services.

Hundreds of the world's top brands trust West to transform their customer contact, experience and care for over 25 years.

CHALLENGE

West had needs to further structure, automate, and increase their sales outreach efforts. Acquiring accurate CRM data (activities, conversations, and appointments set) in real-time for hundreds of sales reps across the country was a daunting task.

In addition, management did not have an effective system in place for reporting purposes and relied on manually pulling PBX reports and spreadsheets in an attempt to track outbound activity and performance of the sales reps.

The sales outreach process was inefficient and ineffective, as sales reps were calling on the same customers repeatedly and not adding new and unique opportunities to the pipeline.

CAMPAIGN SPECIFICS

- **Targeted Title:** CIO, VP/Director/Associate Director IT, Director Systems Development
- **Geographical Location:** The United States
- **Appointment Criteria:** Thirty minute phone discovery meeting with screen share

SOLUTION

West implemented Intelliverse's Sales Acceleration platform, which empowered their sales organization to drive speed and efficiency for their field, strategic, and inside sales teams as well as create predictability in the sales process and outcomes drive and track activity and ultimately add more deals to their sales funnel.

Intelliverse enabled sales reps to produce an entire day's worth of prospecting in less than half the time. This allowed the sales reps to effectively generate more conversations, qualified opportunities, and close more business, while providing management with accurate data for reporting and analytics to impact sales rep performance and drive the bottom line.

SOLUTION

55% increase in conversations

19.8% increase in appointment to opportunity conversion rate

590% sales pipeline increase in first 3 months

About Intelliverse

Intelliverse is a global leader in enterprise software and managed services. Intelliverse's patent-pending IntelliConnection Sales Acceleration software makes outside and inside sales teams more effective by eliminating dialing and delivering real-time sales analytics. Managed Services, including Lead Generation and Marketing Automation, enable businesses to focus on closing sales by relying on Intelliverse for upper funnel activities, such as cold calling, email outreach, appointment setting and lead qualification. Intelliverse has been delivering reliable, scalable and flexible services for three decades and continues to stay relevant and focused on its customers.



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