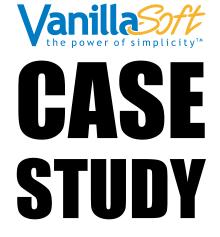
industry case study

BUSINESS DEVELOPMENT FIRM



THE NEED

A Canadian business development firm was using a homegrown solution that lacked key features for managing lead generation, pipeline management and appointment setting.

THE SOLUTION

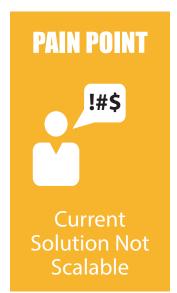
VanillaSoft, a software-as-a-service solution for inside sales & appointment setting, offered a feature-rich, scalable alternative.

THE CLIENT











OUTBOUND CALLING FOCUS



SINGLE LOCATION

THE SOLUTION

CUSTOMER RATINGS

EASE OF USE & ONBOARDING



SUPPORT & CUSTOMER SERVICE



SOLUTION BEFORE VANILLASOFT × HOME-GROWN SOLUTION

OTHER SOLUTION CONSIDERED
× SALESFORCE.COM

CUSTOMER QUOTE

CLIENT-REQUIRED FEATURES

- ✓ Ease of Use/Administration
- ✓ Lead Importing/Exporting, Routing & Distribution
 - ✓ Appointment Setting
- ✓ Custom Fields & Data Capture
 - ✓ Digital Call Recording
 - ✓ Auto Dialing (Progressive & Preview)
- ✓ VoIP Features & Integration
- ✓ Real-Time Dashboards & Web Reporting

"We had originally built our own solution in house because it was difficult to find a turn-key solution for outbound sales calls that met our specific needs. As we began growing, we were thrilled to find VanillaSoft. It was easy to implement into a relatively complex organizational structure and met all of our needs when it came to features and reporting. It is definitely a solution built for inside sales and appointment setting professionals"

START YOUR FREE TRIAL TODAY

www.vanillasoft.com/products