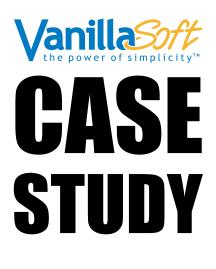
# industry case study BUSINESS DEVELOPMENT



# An Outsourced Business Development Firm with expertise in prospecting and appointment setting needed more flexibility and increased functionality than its current system offered.

### **THE SOLUTION**

VanillaSoft's customizable and flexible solution allowed the Client to meet its business requirements with minimal set up and training time required.



#### ✓ Lead Importing/Exporting,

#### **SUPPORT & CUSTOMER SERVICE**

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#### SOLUTION BEFORE VANILLASOFT × ACT/WIRED CONTACTS

#### OTHER SOLUTIONS CONSIDERED × SALESFORCE.COM × SUGARCRM

## **CUSTOMER QUOTE**

Routing & Distribution

✓ Appointment Setting

✓ Custom Fields & Data Capture

✓ Digital Call Recording

✓ Auto Dialing (Progressive & Preview)

✓ VoIP Features & Integration

✓ Real-Time Dashboards & Web Reporting

"I am extremely impressed with how easy it was to get started and train my marketers on the VanillaSoft solution. As well, I had a lot of flexibility on how I wanted this program to run for our company. Plus, customer service is EXCELLENT at VanillaSoft. I highly recommend VanillaSoft to anyone!"

## **START YOUR FREE TRIAL TODAY** www.vanillasoft.com/products