industry case study
BUSINESS DEVELOPMENT

VanillaSoft
the power of simplicity™

CASE STUDY

THE NEED
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.

THE CLIENT

ACTIVE # OF USERS	MAIN OFFICE	REGIONS SERVED	PAIN POINT
>100 Users	Minnesota	North America	Current Tool Not Flexible Enough for Customizations

OUTBOUND CALLING FOCUS

REMOTE AGENTS

THE SOLUTION

CUSTOMER RATINGS

EASE OF USE & ONBOARDING
★★★★★

SUPPORT & CUSTOMER SERVICE
★★★★★

SOLUTION BEFORE VANILLASOFT
✗ ACT/WIRED CONTACTS

OTHER SOLUTIONS CONSIDERED
✗ SALESFORCE.COM
✗ SUGARCRM

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

CUSTOMER QUOTE

"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