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# CUSTOMER SUCCESS STORY



## Catchy Improves Training and Productivity with CloudCall



### Background

The first agency of its kind, [Catchy](#) was founded in 2010 to help companies make sense of the growing developer space – a sector which has become crowded with various technologies and platforms competing to win the attention of developers.

Based in the UK and the US, Catchy creates customized telephone and email outreach marketing campaigns to drive developer acquisition, activation and retention, as well as conducting research and competitor analysis for its global clients.

The agency had already implemented Salesforce CRM but having to manually document findings was still time consuming and inefficient. It heard about CloudCall from its Salesforce consultant and immediately saw the benefits that being able to save call history and call notes for training purposes as well as the ability to create bespoke campaigns, would bring them. Catchy chose CloudCall because it integrated with Salesforce and offered these features, as well as set up in multiple countries, low call rates and a great support team.

### The Business Benefits

After using CloudCall for over a year, Catchy has seen productivity and training improvements thanks to the ability to save call history and call notes in Salesforce. The company can also create bespoke campaigns which keeps it organized and efficient.

The CloudCall click-to-call feature also frees its employees from their desk phones and allows them to make calls more quickly and easily - with fewer mistakes due to misdialed numbers.

### Conclusion

Seb Streeter, Data Manager at Catchy, has been very impressed with the SYNETY support team, saying “I think the support side of CloudCall is fantastic and the response time is worth recommending. I think CloudCall is a great tool and has some great features.”

**See how CloudCall  
can benefit your business.**

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### The Challenge

Before CloudCall, Catchy was frustrated that it had to manually document responses when conducting outbound calling campaigns - which was time consuming and inefficient.

### The Solution

CloudCall’s cutting edge software easily integrated with its Salesforce CRM system to automate and streamline previously slow and frustrating manual processes.

### The Results

Catchy was able to create the bespoke call campaigns that it needed for its business. The company also improved training through the ability to save call history and call notes as well as increase productivity with click-to-call.