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CUSTOMER SUCCESS STORY



SMARTER COMMUNICATIONS

CloudCall for Salesforce delivers for e-Careers



Background

Founded in 2002, e-Careers specializes in delivering education and training programmes to a wide variety of clients in all sectors. The company offers a one-stop e-learning solution that provides video and audio based training, animated content, virtual classrooms and laboratories and more, to accommodate the needs of the 21st century student.

The Business Benefits

As e-Careers continued to grow and expand, they wanted a telephony solution that could help them increase sales and save money on call costs. The company felt that the limited functionality of its existing telephone system, along with the high call costs being incurred, was restricting their potential sales and therefore growth of their team, their revenue and ultimately their profit.

In searching for a suitable vendor, the e-Careers tender criteria included a long list of over 60 "must-haves" as well as some 'nice to have' features. CloudCall by SYNETY was able to demonstrate that it could meet the company's needs over and above the competition and deliver their desired outcomes. Built in-house, CloudCall provided the flexibility needed to tailor the solution to e-Careers specific requirements.

Using CloudCall in conjunction with their Salesforce system has allowed e-Careers to more easily log information into the CRM as well as manage calls and assign sales. Everything seamlessly integrates with Salesforce for better organization and streamlined workflows. e-Careers also has access to call analytics and real-time dashboards that allows them greater insight into the activities of team members.

e-Careers has seen productivity gains from the click-to-dial feature which allows them to spend less time dialing and more time selling. And as they had hoped, they have also seen a huge decrease in call costs thanks to the wholesale rates SYNETY provides.

Conclusion

Jazz Sahota, of SpartaFish; the technology consultancy who project managed the implementation said, "e-Careers experience of CloudCall and SYNETY has been extremely positive. From quote, through to go live; the process was well thought out, planned and implemented with great professionalism."

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

REQUEST DEMO

The Challenge

e-Careers looked for a provider that could help them increase their sales, improve productivity and lower call costs. They wanted a flexible solution that could integrate easily with their Salesforce CRM.

The Solution

As a result of the strength of CloudCall's integration with Salesforce, as well as the productivity gains and low call rates offered, e-Careers decided to implement CloudCall into their business.

The Results

e-Careers has seen improvements in their sales process and their ability to manage calls more effectively. They've gained deeper insight into the activities of their growing sales team and achieved productivity gains by using the click to dial, call notes and call categorization features.