CloudCall

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CUSTOMER SUCCESS STORY

SYNETY
SMARTER COMMUNICATIONS

CloudCall by SYNETY enhances Escrow Alliance BV's Salesforce CRM and improves employee productivity

Background

Escrow Alliance is a specialised International Escrow Agent based in Haarlem in the Netherlands and provides services to companies in Europe, Asia and the United States. The company continuously develops new escrow arrangements that meet the changing demands of the market.

Prior to implementing CloudCall into the business, it faced telephony challenges through human errors made when dialling numbers. The mistyped numbers meant that fewer calls were being made to customers. Escrow Alliance therefore looked for telephony software that would allow it to minimise dialling errors and make more calls but without increasing its telephony costs.

The Business Benefits

The company heard about CloudCall through their CRM provider Salesforce, whilst they were researching VoIP solutions. It became interested in integrating Salesforce with its telephony system, because of the additional features that were available with CloudCall for Salesforce such as the automatic logging, making calls via mobile or landlines. Aside from CloudCall's click-to-call functionality which ultimately improved customer service and allowed the company to increase the number of phone calls that it made to its customers; Escrow Alliance were impressed with the quality of the calls and the low wholesale call rates that SYNETY offered.

Conclusion

Sander Remans, Director of Escrow Alliance, commented: "Having used CloudCall for just under a year, we have seen significant results in our business. We are now making more calls using the CloudCall platform as dialling errors have been eliminated. The functionality has also enhanced our business processes and our ability to follow up with our customers more efficiently has greatly improved.

"We would recommend CloudCall by SYNETY as it is an innovative software that is cost-effective and does help your business run more efficiently."

See how CloudCall can benefit your business.

Book a demo

The Challenge

Prior to implementing CloudCall into the business, Escrow Alliance faced telephony challenges through human errors made when dialling numbers. The mistyped numbers meant that fewer calls were being made to customers.

The Solution

The company heard about CloudCall through their CRM provider Salesforce. It became interested in integrating Salesforce with its telephony system, because of the additional features that were available with CloudCall for Salesforce such as the automatic logging, recording and playback of calls.

The Results

Click-to-call ultimately eliminated dialling errors and allowed the company to increase the number of phone calls that it made to its customers; Escrow Alliance were impressed with the quality of the calls and the low wholesale call rates that SYNETY offered.