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CUSTOMER SUCCESS STORY



Initiafy enjoys increased sales team productivity with CloudCall for Salesforce

Background

Initiafy offers an online Induction system to ensure that all workers, whether permanent, temporary or contract are all fully inducted in a consistent approach before starting their placement.

Initiafy needed a solution that would help their telesales team thrive but could also grow with the business and fully integrate with their CRM.

The Business Benefits

CloudCall has been implemented for over a year and during this time Initiafy have seen an improvement in productivity from their sales team. Cillian O'Grady, Global Sales Manager says 'CloudCall is very feature rich and the Click-to-call function direct from Salesforce has been a real benefit to the sales team'.

Real-time activity reports give Initiafy an accurate view of sales activity. The call recording feature is a great tool for enhanced staff training.

Conclusion

Initiafy have increased their sales productivity and improved their reporting process for sales activity with the implementation of CloudCall and would recommend to other businesses. Cillian O'Grady advises 'when looking for a solution, ensure it integrates with your CRM and offers the right features for your business'.

See how CloudCall
can benefit your business.

Book a demo



The Challenge

As a start-up business the biggest challenge was to find a solution that not only fully integrated with their CRM system Salesforce but also had the flexibility and capacity to grow with the business.

The Solution

CloudCall was implemented by Initiafy over a year ago, the integration with Salesforce and features such as Click to Call have increased Sales Productivity and enabled accurate reporting of sales activity

The Results

Thanks to the seamless integration and additional features Initiafy are able to actively monitor sales activity and increase their productivity. Staff training has also improved thanks to the call recording functionality that is available.