

## Ensynch records vital sales knowledge and increases sales productivity with VOICE2insight's sales enablement solution



“Capturing and recording vital client information and saving time has never been so easy.”

- Joel Fricker  
Vice President of Sales, California  
Ensynch

Ensynch is a top IT consulting services and staffing firm headquartered in Tempe, Arizona with offices across Southern California (Los Angeles, San Diego, and Orange County). As a worldwide award-winning Microsoft Gold Certified Partner, our passion leveraging the Infrastructure Optimization approach in helping clients achieve business agility through operational efficiency.

Our clients enjoy reduced costs, increased productivity, and competitive advantage through business-enabling solutions like Unified Communications, Windows Vista Readiness, Enterprise Search with MOSS 2007, and more.

### Challenges

In the IT consulting services and staffing business, building relationships is critical to our success. The challenge we faced was providing a tool for our mobile field sales professionals to capture and record their sales calls information in an efficient manner – other than typing. This information included meeting notes, opportunities, events, activities and other information gained during meeting. Additionally, we needed a tool that would automatically enter all this vital data reliably into our Salesforce CRM in the proper fields within the proper account records. Our field sales professionals time is very valuable and as such we need them focused on revenue generating activities versus administrative tasks such as typing CRM updates. We know we/they need the client information so we looked for a solution to giving them a way to record the vital client details needed to advance their sales and improve deal win rates while insuring they spend as much of their time as possible growing revenue and profits.

### Solutions

We found a service called Voice2insight (V2i) where our field sales professionals make a phone call after their meetings or when convenient and leave a detailed report in the form of a recorded message including key account update elements such as contact, discussion details, opportunities, tasks and events. Since this tool is not speech recognition technology, each user received a call card to guide their thoughts that was prepared to flow with the way we use our CRM. Very simple – which is what we needed for it to be successful. Launching the service was easy and took very little of our time.

**Industry**  
IT consulting and staffing services

**Geographies**  
United States

### V2i Benefits

**Flexible:** V2i easy to use and can easily accommodate changes in our processes.

**Secure, quick, reliable data transport:** AppExchange Certified, reliable and secure web based data transfer, consistent high quality.

**Capture and Record Valuable Data:** Capturing and recording client, competitive and market information from the field team has never been so easy. Reps call, leave a report and move on to their next piece of business.



## Results

The V2i is exactly what we were looking for. The integration is flawless with our CRM and we are seeing a positive and significant impact to our sales teams productivity. Our reps, who were good users of our CRM, are now saving more than 1-hour per day or 5-hours or more per week. This result is just what we were looking for – easy to use, saves our reps time, gives them a way to record the good information needed by them to manage and advance their sales

Per our objective, we are now receiving higher quality client information in our CRM which is being used by our team to manage their accounts, build stronger relationships and drive additional revenue. This information not only helps reps improve their deal win rates but it also provides management real time daily/weekly visibility to better understand market trends, competitive landscape, etc.

The improved flow of information into our organization is giving us greater visibility and positively impacting our ability to grow our revenue, profits and market share.

“ V2i equals productivity, visibility and efficiency. Our reps have more time to sell and better information to work with which is exactly what we were looking for ”

Joel Fricker  
VP of Sales, California  
Ensynch

### For More Information

Contact us to learn how we can help you increase your CRM Success.



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