

## Regent Seven Seas Cruises Increases User Adoption and Sales Productivity with VOICE2insight's Sales Enablement Solution



SEVEN SEAS CRUISES

“Voice2insight is truly a tool that delivers and helps maximize the time and efficiency of our sales team”

- Robert King  
Manager Sales Service Solutions  
Regent Seven Seas Cruises

**Industry**  
Hospitality & Travel Services

**Geographies**  
United States

### V2i Benefits

**Flexible:** V2i can easily accommodate changes in our processes, its easy to use, and reps love it.

**Secure, quick, reliable data transport:** AppExchange Certified, fast turn-around on call reports, reliable consistent quality.

**Capture and Record Valuable Data:** With V2i, capturing and recording relevant client information is a reality not a desire! Reps call, leave a report and move on to their next task or meeting.

Regent Seven Seas Cruises is recognized as one of the world's premier luxury lines with features such as 6-star, all-suite, all-balcony ships, *Le Cordon Bleu*® menus and superior space and service ratios. Regent Seven Seas Cruises offer voyages of exploration and discovery to over 300 ports on seven continents. Our luxury vessels are designed for guests numbering in the hundreds rather than the thousands. The ambiance on board is personal, individual, accommodating - "upscale but not uptight." And all ships share certain distinctions in accommodations, service, dining and amenities that elevate them to the lofty vantage point of our enviable six stars.

### Challenges

In the hospitality and travel business, building long lasting 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 weekly sales calls, including client interaction, events and other activities and get that information into our Salesforce CRM. This information allows us to act quickly to satisfy our clients' needs as well as earn and maintain their respect. Our Directors of Sales have various skill set levels on computers and Salesforce, so there was often a lack of consistency in their updates. We knew we were not capturing key client information, and set out to find a way to correct the situation so our Directors' energy and time could be focused on growing revenue and profits.

### Solutions

V2I offered a solution where our Directors simply call an 800 number after each meeting or when convenient and leave an activity report message regarding the meeting including all of the key elements we require like the contact, discussion details, tasks and events. Each Director was given a call card to guide their thoughts that was prepared to flow with the way we use Salesforce. Very simple. Launching the service was easy and took very little of our time – 2 weeks, mainly the time needed to schedule the 30-minute training session.



SEVEN SEAS CRUISES

## Results

The V2i solution greatly increased our adoption. We are also seeing a positive and significant impact to our sales teams productivity; our Directors who were good users of Salesforce are now each saving more than 1-hour per day or 5-hours or more per week.

Per our objective, we are now receiving more detailed client information in Salesforce which is being used by our team to better manage their accounts, build stronger relationships and attain their individual sales goals. This type of information not only helps them be more effective but it also helps management understand market trends and the competitive landscape so we can act quickly and insure our strong standing in the market.

The new flow of information into our organization is giving us better global visibility and positively impacting our ability to grow our revenue and profits. As one of our Directors has stated "I have a new best friend at work – V2i!"

“ V2i helps us gain better visibility through information flow like never before. Our reps are operating more efficiently and productively which is exactly what we were looking for ”

Robert King  
Manager Sales Service Solutions  
Regent Seven Seas Cruises

### For More Information

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



VOICE2insight  
12244 South Business Park Drive  
Suite 115  
Draper Utah, 84020

P: 800-665-6803  
F: 801-253-0489  
E: [cs@voice2insight.com](mailto:cs@voice2insight.com)  
W: [www.voice2insight.com](http://www.voice2insight.com)