

Success Story



RingCentral, Inc.
Belmont, CA



At RingCentral, ConnectAndSell Leads to More Conversations, More Opportunities, More Pipeline and More Revenue

RingCentral is one of the fastest growing cloud-based business communications companies today. Through a platform-based approach to Unified Communications as a Service, RingCentral unifies multiple lines of communication, such as voice, messaging, conferencing, video, and call center functions, that integrate seamlessly with leading desktop productivity tools and business applications like Salesforce, Google for Work, Microsoft O365, and many others.

The primary buyer for RingCentral is at the director level and above in an IT department. RingCentral also sells call center software, so they reach out to managers in customer support, operations, sales, and call centers. Add them all up, and there are thousands upon thousands of people that RingCentral would like to reach. That's where ConnectAndSell comes in.

At RingCentral (Belmont, CA), the ConnectAndSell SaaS-based application — called Lightning™ — is used by the lead qualification team, which is comprised of a couple dozen Sales Development Reps, who sit between the marketing team and the sales reps. Their job is to take inbound leads, contact them through ConnectAndSell dialing sessions, and transform each one into a hot transfer, an appointment, or a qualified lead that goes straight to a sales rep.

Eric Lewis, Associate Vice President of Demand Generation, helps manage the lead qualification team. Eric knows ConnectAndSell well. He says, "I've been a loyal customer for going on ten years. I was one of ConnectAndSell's very first customers, and I've brought Lightning into five organizations."

More Conversations

Eric says, "There is always a need for more pipeline. It's a very simple mathematical equation: the more dials you make, the more conversations you will have, the more opportunities you will identify, and the more pipeline you will create. Simply put, ConnectAndSell allows us to have more conversations. Period."

Eric cites an example. "A single individual with a full lead queue and fast fingers can make 80 to 120 dials a day. This might lead to four or five conversations. With Lightning, I have seen up to 1,000 dials a day and well over 50 conversations. Even if everything else stays the same, with this ratio you're looking at up to 10 times the output from individuals that use Lightning."

Better Conversations

Eric also believes that the quality of conversations is higher with Lightning. He

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— Eric Lewis
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says, “Without Lightning, a sales rep might not speak to anyone for twenty dials. When they finally reach someone, they could easily spend ten minutes with an unqualified candidate. By having Lightning, they have conversation after conversation. When my reps are having that many more conversations, they’re getting a lot more practice in speaking with leads, so the quality of each conversation improves.”

Measure it. Manage it.

ConnectAndSell also provides the metrics needed by management to be more informed in coaching individual sales reps. They can measure the number of dials, connects, quality conversations, and number of appointments. Eric says, “With ConnectAndSell, we have a metrics-driven machine where we can set targets for our people and manage to those targets.”

ConnectAndSell OutboundOnDemand™

RingCentral also uses a service from ConnectAndSell called OutboundOnDemand, which allows RingCentral to use ConnectAndSell agents to augment the RingCentral inside sales team. Lightning and OutboundOnDemand are a powerful combination when used in conjunction with each other.

“For example,” said Eric, “I use the OutboundOnDemand service to quickly evaluate new campaigns without impacting my internal team. I can launch a program on Monday, and by Wednesday or Thursday I know if that program is generating quality leads.”

“I also use OutboundOnDemand to handle a spike in volume. If I come back from a trade show with 2,000 leads, I will have capacity issues. So I use OutboundOnDemand to handle these leads.

“A third way that I use OutboundOnDemand is for checks and balances. When I outsource to ConnectAndSell, I get metrics that let me determine how my team compares to the professionals at ConnectAndSell. It’s a very good check-and-balance, which allows me to raise the bar.”

Eric summarizes, “In any organization, anyone whose job it is to call people can benefit from ConnectAndSell to both decrease the amount of time that they spend calling people and increase the frequency of conversations. No matter if you’re a sales rep who has to make twenty calls a day or a lead qualification person who has a thousand people to contact, you can benefit from ConnectAndSell.”

Eric concludes, “Everywhere I’ve brought in ConnectAndSell, I’ve seen a significant improvement in generating a pipeline. It’s all about building the pipe. The bottom line is, with ConnectAndSell, we have more conversations, more opportunities, more pipeline, and more revenue.”