

In six months, MeilleursAgents increased its prospection team's signature rate by 50% thanks to the close integration of Diabolocom's solution in Salesforce.

#### KEY FIGURES

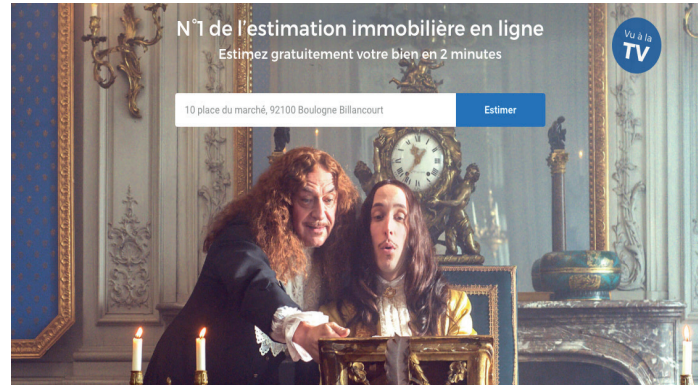
- 1.5 million visitors per month
- 5,000 partner agencies
- 80 employees dedicated to site users and estate agencies

#### CHANNEL



#### WHY DIABOLOCOM?

- Deep integration with Salesforce
- Solution stability and user-friendly interface
- Flexible usage-based billing model, for optimal cost management



#### A change in economic model

In 2015, MeilleursAgents stepped up a gear by developing its economic model and its B2B service by making the most of its audience, its real-estate market knowledge and its digital know-how. Since its creation in 2008, MeilleursAgents has been supporting private vendors by telephone and then putting them in contact with a selection of agencies, creating a profit by retaining a percentage of commission.

Now, MeilleursAgents offers subscription packages that allow any agency to have its own digital sales window on the website and to showcase its know-how to future vendors by displaying past transactions it has made, its ads, its customer feedback, etc.

#### Developing a new growth phase

To accompany this transformation, MeilleursAgents is restructuring and, in particular, considerably reinforcing its teams in charge of relations with estate agents. To accelerate sales growth, a first team, currently of twelve people, contacts agencies by telephone to present MeilleursAgents' new services.

A second team, of eight people, regularly calls back enlisted agencies to ensure they are satisfied with the package and indicates new products likely to be of interest to them.

*“With this set up, the B2B part of our business depends on 80% of outbound calls. For the comfort and efficiency of our employees, we have selected Diabolocom, which has satisfied our priority: integrating seamlessly with Salesforce CRM, the main working tool for the sales teams responsible to build relationship with agencies”, explains Jordan Sanial, Director of Information Systems and Co-founder of MeilleursAgents.*

*“Diabolocom, not only has an integration that connects their voice solution interface with Salesforce CRM, but additionally it allows the integration to be customised in a way that match our needs”.*

**80%**  
outbound calls

**+ 50%**  
signature rate in 6 months

**80**  
customer relations assistants

### The tangible benefits of Salesforce-Diabolocom integration

Diabolocom provides MeilleursAgents with a solution that integrates the voice service with an intelligent call management software.

The agents can access the Diabolocom GUI directly from Salesforce and from there they can manage all the voice functionalities such as call transfer, call monitoring, agent status, directory, call back, interaction history, statistics, notes, wrap-up etc.

The Diabolocom-Salesforce CRM integration simplifies advisors and sales teams activities as they avoid the constant switching between two interfaces. Besides the fact that it saves time by automating certain time-consuming tasks, such as retyping comments into the CRM or manually dialling calls, it leads to sales productivity gains and facilitates high-quality and pro-active customer follow-ups.

*“During the first six months that followed the implementation of Diabolocom integration with Salesforce, the number of signed contracts per agent increased by 50% within the sales team”, said the Director of Information Systems. “It’s clear that Diabolocom has contributed to these fantastic results”.*

### Features that are used and appreciated every day

Among the benefits of the Diabolocom solution, Jordan Sanial highlights the following two points in particular:

*“All calls and communications are automatically recorded in the Salesforce customer accounts together with their comments, this allows us to keep track of the whole history of the customer relationship”.*

*“When we plan to have training and quality control, the option to listen to the recorded conversations allows the sales team and the customer service advisors to improve their skills, this way managers can support them better”.*

Another benefit of Diabolocom is the optimisation of incoming calls through its caller number recognition and direct routing to the account manager

*“Although inbound calls only represent 20% of the total volume, call routing to the right agent and automatic reporting of the customer account are elements that have contributed to our customers’ satisfaction and loyalty. They appreciate being recognised and supported by someone who knows their account history”.*



**Jordan Sanial**  
Director of Information Systems and  
Co-founder of MeilleursAgents