

# Balto Spends Less Time Manually Dialing



## The Customer

Balto offers real-time call guidance software that understands phone conversations and guides reps with the best thing to say during every call. Their target customers are sales, customer service, and collections call centers. To reach their potential customers, Balto utilizes cold calling as one of their main sources of sales outreach.

### Solutions Used

- Team Dialer

### Benefits

- Call production has doubled
- Revenue has increased



# Balto Spends Less Time Manually Dialing

## The Challenge

At the heart of any sales outreach is connecting with the right people, and it's no exception for Balto. Their top challenge is getting in front of the right people and sharing the future of call centers. Before Balto, there was no way to project a consistent experience, train thousands of people on what to say with the click of a button, or A/B test the performance of what people were saying on calls. With the rise of AI, there's a way to do things better in the call center and help people be the best call center agents they can be

## Solutions Used

The team at Balto measures sales ROI through demos and opportunities, which ultimately lead to closed deals. In order to reach these goals, before ConnectLeader, they were manually dialing and using Salesforce, Outreach, and Mailchimp.

These tools all have their benefits, but manually dialing was proving inefficient. Balto decided they needed an intelligent platform that was easy to use, would make calls quickly, and improve employee satisfaction.

## Benefits

The team at Balto chose ConnectLeader's human-powered agent-assisted dialer, Team Dialer, which allowed their business development reps to do what they do best -- start the conversation, raise awareness for Balto, and bring in more customers. With Team Dialer, Balto doesn't have to worry about their team spending a large amount of time dialing as the dialing is done for them.

## Metrics

The biggest advantage Balto has found by moving to Team Dialer is the ability to get in front of as many of the right people as possible. They have doubled their call production and have also increased their revenue thanks to ConnectLeader.

# Balto Spends Less Time Manually Dialing

## Why ConnectLeader?

Balto recommends ConnectLeader for how well it works, the robust integration with Salesforce, and their top notch customer service. They added that if you need to get in front of more of the right people, and you want to build relationships with them, ConnectLeader should be your first choice. They're excellent to work with, great at what they do, and they have a tremendous technology.

## About ConnectLeader

ConnectLeader provides a multi-channel Sales Engagement Platform integrated with your CRM that delivers tools for all types of sales roles to increase their top line revenue and productivity up to 800%. We provide sales, lead generation, and marketing teams powerful tools to identify their best prospects, obtain accurate contact data, sequence the follow ups, and enable accelerated communication.

One size does not fit all! Successful lead generation programs require different sales engagement tools for different sales roles — ConnectLeader provides all of them. Connectleader's sales engagement platform includes customizable sales cadence software, sales dialers, and predictive intelligence, so you can simplify your sales tools and save time. Now, sales managers can create optimized sales processes that take leads all the way through the sales pipeline. Avoid leads falling through cracks. Monitor every interaction with leads no matter the channel, deliver detailed reports on sales performance, and continually improve processes based on real insights.

Our patented cloud-based technology is built on the Adaptilytics® predictive intelligence engine, which identifies and prioritizes prospect lists ensuring you contact your best sales leads first. To learn more about Connect Leader's innovations for B2B sales conversation automation, visit <http://www.connectleader.com>.