

DS CASE STUDY:

TEXAS RANGERS

DENALI | SALESFORCE LIGHTNING



The Texas Rangers are hitting home runs in their sales office with Denali for Salesforce Lightning. With a sales team of 28 representatives and three managers, the Texas Rangers cover a large sales portfolio and rely on efficiency to help drive success within their organization.

In 2016, the team switched its CRM software from Microsoft Dynamics to Salesforce. At the time, the Rangers had difficulties retrieving important data from their calls. Without key metrics, such as who was being called, when calls were placed and what their outcomes were, the team was missing out on actionable ways to improve their sales process. Rangers reps were also placing all their calls by hand, while their managers manually assigned them call lists, which placed a hard ceiling on the team's productivity.

"We've seen our reps make 160% more calls per hour while using Denali."

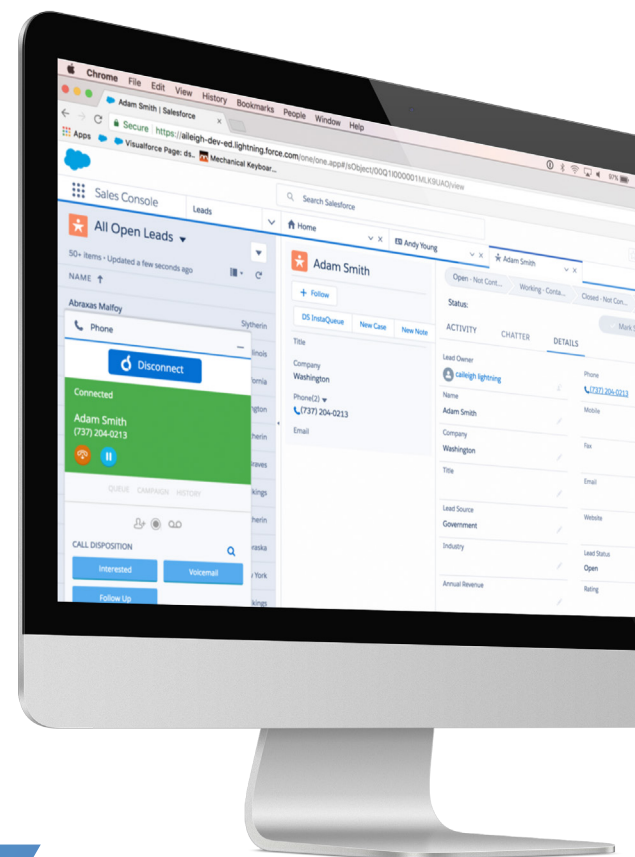
-Justin Foote, CRM & Analytics Manager

Looking for a way to boost the efficiency of its sales team and the efficacy of their calls, the Rangers decided to implement DialSource Denali. Thanks to features like Click-to-Call, Campaigns (pre-built call lists that agents can cycle through without having to pull up individual records) and post-call automations like Voicemail Drop, the Rangers have witnessed an immediate impact on their sales process.

"We've seen our reps make 160% more calls per hour while using Denali," said Justin Foote, CRM & Analytics Manager for the Texas Rangers.

Beyond improving their efficiency, the team now has access to valuable intelligence from each call. For example, with Denali's automated call dispositions, the Rangers can see whether or not their calls are actually making contact with anyone and what their sell-through rate is. This helps the team's sales managers make data-driven decisions moving forward, such as acquiring leads with higher returns.

"We had always lacked an efficient and accurate way to track the effectiveness of our leads. We could see whether or not leads were purchasing, but not necessarily the outcome of





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\$1.55 B

2017 TEAM VALUE (FORBES)

+160%

CALL RATE PER HOUR

+8.3%

IN REVENUE FROM 2016

the call. Now, with Denali intelligence, each call has an outcome that can then be viewed at an aggregate level for reps, managers and for myself to reference when acquiring additional leads.”

Denali has also helped the Rangers continually boost performance on an individual level. With its robust set of training tools, managers can help reps improve on specific pain points, whether they’re rookies or seasoned vets on the team.

“Denali is beneficial for managers because it allows seamless listening in on calls in order to evaluate rep phone performance,” explained Nick Richardson, Inside Sales Manager for the Rangers. “The whisper feature allows training managers to make suggestions that only the rep can hear when speaking with clients in order to get the most out of each call and to accelerate the rep success rate. In a role where you are training reps, this is key to enhancing their performance at a swifter pace.”

After seeing such tremendous results with the initial roll-out, the Rangers are preparing to expand their use of Denali and enhance the fan experience across inbound sales and service communications as well.

“We have future plans to utilize Denali’s inbound call routing to improve the service to our customers when they call in,” said Foote. “We’re looking to implement a system that recognizes a matching account and routes the call to its corresponding owner so that our customers receive a personalized experience every time they call in.”

Like the Texas Rangers, your company can reach new levels of performance across both your inbound and outbound communications. See how DialSource can engineer high performance for your organization by contacting us at sales@dialsource.com.

Learn more & schedule your demo at www.dialsource.com



AUTOMATION

ACCELERATE YOUR SALES PROCESS.



INTELLIGENCE

CAPTURE DATA THAT INSPIRES ACTION.



TRAINING

TAKE YOUR TEAM TO NEW HEIGHTS.



EXPERIENCE

CREATE THE ULTIMATE SALES EXPERIENCE.