

BAI SECURITY CASE STUDY

Overview

BAI Security is a leading provider of IT security assessment and compliance services. They primarily serve regulated industries like banking, finance, healthcare, government, pharmaceuticals, and manufacturing, where intellectual property and data protection are crucial. With over 15 years of experience, BAI Security specializes in identifying security risks that lead to data breaches and ransomware attacks.

Solutions Used:

- AI Dialer

Benefits:

- 40% growth in revenue year over year.

Customer at a Glance:

- IT Security Assessment and Compliance Service Company
- 30 years of overall experience in the IT space.

The Challenge:

BAI Security was doing manual calling of their prospects and identifying about 30 to 40 opportunities a month. They had around 70,000 valid prospects to reach out to, and they were able to make only 8,000 to 9,000 phone calls a month. With this rate, they were struggling to reach many prospects. The challenge was it could take several months to even have one phone call with each prospect.

Solutions Used:

BAI Security began using Koncert, a multi-channel Sales Engagement Platform with innovative AI dialing solutions. With the implementation of Koncert's AI dialer technology, BAI Security increased their outbound call volume to upwards of 60,000 phone calls per month. This increase in phone calls helped them to reach more prospects in less time and helped them to identify around 160 opportunities a month. They were able to call each of their prospects almost once a month. They leveraged the Koncert Platform directly connected to their outreach system to facilitate their sales methodology.

"With the help of Koncert Platform, BAI Security saw an incredible increase in phone calls and opportunities, resulting in a 40% growth in their overall revenue."

Michael Bruck, - President / CEO, BAI Security

Benefits:

Using Koncert's dialers, BAI Security saw a 40% growth in sales both last year and in the current year. By reaching more prospects in less time and identifying more new opportunities, they were able to increase their overall revenue by 40%. The use of the Koncert Platform helped the company grow significantly and improved the efficiency of its sales process. Their sales team could not have achieved this result without implementing the Koncert dialer technology to increase their call volume.

Metrics:

By using the Koncert Platform, BAI Security was able to increase their phone calls from 8,000 to 9,000 a month to upwards of about 60,000 a month. They were able to go from identifying 30 to 40 opportunities a month to identifying 160 opportunities a month. With these increases in phone calls and opportunities, BAI Security saw a 40% growth in overall revenue.

About Koncert:

Koncert, formerly ConnectLeader, is a long-time leader in the B2B Sales Enablement industry, with 10+ years of dialer technology innovation. No one-size-fits-all platform, Koncert's five dialer products are sales-role specific, created for a wide variety of sales workflows, and include AI Parallel Dialer and AI Flow Dialer, Agent-Assisted Dialer, Flow Dialer and Click Dialer. Koncert provides an industry-leading, wide variety of reports and dashboard options based on customer needs identified over years of use, plus customization options in reporting so managers and sales reps can have complete, actionable analytics at their fingertips.