Koncert>

ATLAS MKE CUSTOMER SUCCESS STORY

Solutions Used:

- Koncert AI Parallel Dialing
- Caller ID Management
- Advanced Analytics

Tom Burrell, Chief of Staff at Atlas MKE, oversees operations at this B2B call center specializing in initial introductions through cold calling. Atlas MKE's team focuses on this niche, recognizing the importance of this service for businesses that struggle with or dislike cold calling.

The Challenge:

Atlas MKE faced the challenge of optimizing cold calling efficiency and ensuring clean caller IDs to improve connect rates. In their line of business, successful cold calling is paramount, as it directly impacts the company's profitability.

Solutions Used:

Atlas MKE transitioned from another parallel dialer to Koncert, drawn by its advanced features and superior caller ID management. Key features utilized include:

- **Caller Id Management:** Koncert provides nearly 100% control over caller IDs, ensuring clean numbers and minimizing the chances of calls being labeled as spam.
- **AI Dialer:** The AI-driven parallel dialer minimizes dropped calls and maximizes connectivity, improving overall call quality.
- **Advanced Analytics:** Koncert's analytics tab offers detailed insights, surpassing competitors in terms of functionality and usability.

"Koncert revolutionized our cold calling operations, empowering us with advanced caller ID management and unparalleled efficiency. With their AI-powered dialer, we've doubled our meeting schedules, achieving 25 of our best weeks ever."

"When people ask me why Koncert, I would say hands down, it's because of the way they handle their caller IDs. It's like a PhD level versus elementary school level compared to competitors."

Tom Burrell, Chief of Staff, Atlas MKE

Benefits:

- **Enhanced Caller ID Management:** Koncert's advanced caller ID management significantly improves call connectivity and ensures that calls are not marked as spam, crucial for successful cold calling.
- **Increased Productivity:** Koncert enables callers to reach more prospects with fewer dials, directly impacting profitability by maximizing efficiency.
- **Improved Call Quality:** AI dialer reduces dropped calls, enhancing the overall quality of interactions with prospects and clients.
- **Outstanding Onboarding and Support:** Atlas MKE experienced a smooth onboarding process with dedicated support from Koncert's team, ensuring any technical queries were promptly addressed.

Metrics:

- **Meetings Scheduled:** Increased from 4,000 in 2023 to a projected 8,000 in 2024.
- **Weeks of Success:** Experienced 25 of their best weeks for meetings scheduled within six months of switching to Koncert sales dialer platform.

About Koncert:

Koncert is the leading B2B sales engagement platform, with over 12 years of innovation dialer technology. Koncert provides four dialer options aligned to different sales workflows: Multi-line AI Parallel Dialer, Single-line AI Flow Dialer, Agent-Assisted Dialer, and a Click-to-Call Dialer seamlessly integrating into leading CRMs. Koncert also offers the unique automated caller id managment with automated local presence feature. The Remote Salesfloor brings the traditional salesfloor experience into a virtual environment where teams can collaborate, coach, and engage like never before. The platform includes a wide variety of reports and dashboards plus customization options so managers and sales reps can have complete, actionable analytics at their fingertips. Koncert dialers help sales teams skyrocket conversations for more pipeline while optimizing productivity.

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