



Koncert

CLOUD SALES COACH CUSTOMER SUCCESS STORY

Overview

Solutions Used:

- Koncert AI Parallel Dialing
- Caller ID Hygiene & Local Presence Dialing
- Quick Connect
- AI Call Scoring & Analytics
- Call Recording & Coaching Tools
- CRM Integration (HubSpot)

Cloud Sales Coach delivers sales training and fractional SDR services. CEO Jonathan Pierce built the company to help MSPs and IT firms secure qualified client meetings. The team focuses on direct cold calling because automated email campaigns face heavy inbox filtering. Cloud Sales Coach manages outbound campaigns for dozens of clients at once. They require a platform that separates client data, scales with team growth, and maintains consistent uptime across multiple time zones.

Challenge:

Prospects screen incoming calls more aggressively than before. Standard dialers fail when caller ID displays as spam or unknown. Previous platforms caused technical downtime, delaying morning dialing windows and forcing reps to work overtime to recover lost hours. Competitor tools lacked multi-tenant architecture, offered limited caller ID pools, and required manual single-line dialing. Email outreach saturation also reduced response rates, making reliable phone connectivity essential. Jonathan needed a system that dialed consistently, supported fractional SDR workflows, and provided real call analytics without constant technical intervention.

Solutions Used:

Cloud Sales Coach deployed Koncert across their entire outbound operation.

- Koncert AI Parallel Dialer
- Caller ID Hygiene & Local Presence Dialing
- Quick Connect
- AI Call Scoring & Analytics
- Call Recording & Coaching Tools
- Multi-tenant support for managing multiple clients

"I evaluated other products. The Caller ID hygiene was missing, and the ability to manage multiple client tenants was not there. I needed a reliable tool that worked every morning without downtime. Koncert passed every mark. We dialed consistently, and the technology delivered the results we needed."

Jonathan Pierce, CEO at Cloud Sales Coach

Benefits:

- Caller ID hygiene raises answer rates by 10 to 20 percent by matching local area codes and avoiding spam flags.
- One-click HubSpot integration removes manual list management and lets reps start dialing within two hours of onboarding.
- AI call analytics break down each conversation into opener, pitch, qualification, and closing sections. Reps use this data to self-correct without waiting for manager feedback.
- Multi-tenant setup keeps client data isolated while allowing one team to run campaigns for dozens of accounts.
- Customer success responds immediately to support tickets and implements user feedback directly into platform updates.

Metrics:

- 503,000+ outbound dials in under 12 months
- 63,000 conversations
- ~1,000 qualified meetings booked
- 34 meetings secured during the first 30 days of implementation
- 10 to 20 percent higher pickup rate with local caller ID enabled
- Team grew to eight employees in under 10 months

About Koncert:

Koncert is a leading B2B sales engagement platform built to increase conversations and accelerate pipeline growth. With AI-powered dialers, seamless CRM integrations, and automated local presence, Koncert enables smarter, more efficient outreach.

Features like AI PitchLab help reps practice and improve their messaging, while Waterfall Data Enrichment ensures accurate, up-to-date contact data. Combined with a virtual Remote Salesfloor and advanced analytics, Koncert gives sales teams everything they need to scale outbound performance and drive results.