

KENNECTED CASE STUDY



Overview

Solutions Used:

- Koncert Dialer

Benefits:

- 3 times many demos were booked as a result.

Customer at a Glance:

- Kennected is a sales enablement company
- Their target customers include individual insurance sales reps, financial advisors

Kennected is a sales enablement and lead generation company that specializes in helping businesses streamline their prospecting process, primarily through LinkedIn. Scott Varner, the Sales Operations Manager at Kennected, oversees the administrative tasks for the sales team to ensure smooth and efficient sales process operations. Their target customers include individual insurance sales reps, financial advisors, and anyone who needs to prospect and acquire more business.

The Challenge:

Kennected faced difficulties in managing multiple software platforms like Dialpad, LinkedIn, and HubSpot, which led to inefficiencies in logging calls and maintaining records. Additionally, there was growing friction between the sales and marketing departments due to competing KPIs, affecting the overall performance of the company.

Solutions Used:

Kennected decided to implement Koncert, a sales automation tool, mainly because of its seamless integration with their existing CRM, HubSpot. The integration allowed the team to have a single source of truth for all their activities, streamlining their processes and reducing inefficiencies.

“With Koncert, we've seen about 3 times as many calls being dialed by our reps, and that's directly correlated to the 3 times as many demos being booked as a result.”

Scott Varner - Sales Operations Manager, Kennected

Benefits:

Koncert provided several benefits for Kennected, including better reporting and more efficient call management, and Remote Coach functionality. The platform enabled the sales team to make hundreds of calls in a matter of hours, leading to more demos booked and, ultimately, more closed deals. Furthermore, the switch to a more lead-driven marketing approach reduced the friction between sales and marketing departments.

Metrics:

By adopting Koncert, Kenected experienced a threefold increase in the number of demos booked by its sales team. The platform allowed them to make three times as many calls as before, directly correlating to a higher number of demos booked. This increase in call volume and demos booked led to significant growth for the company.

In conclusion, Kenected's decision to implement Koncert proved to be a game-changer for their sales process. The seamless integration with HubSpot, improved reporting, and the increase in call volume and demos booked, all contributed to the company's success. As a result, Kenected's Sales Operations Manager, Scott Varner, strongly recommends Koncert to other companies looking to improve their sales efficiency.

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.