

**SALESFORCE
EDITION**



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Koncert

Streamlined Multi-Channel Communication

A key priority for every company is to make their sales reps more efficient and productive. Achieving this feat, however, is a task easier said than done. Why? Studies show that an average salesperson spends only one-third of their day selling. They have to spend time on non-revenue generating tasks, including writing emails, data entry, manually researching calls and prospecting. This hinders the execution of businesses' sales execution strategies.

Addressing this challenge is Koncert—an accelerated sales engagement platform allowing users to define and execute multi-step and multi-channel communication.

The Koncert platform enables sales reps to be more productive by removing manual processes. Most important, a unique native integration between Koncert and Salesforce provides sales teams with automatic bi-directional sync, so no sales activity is lost. This plays a vital role in driving opportunities and closing deals faster.

“Koncert App is listed in Salesforce AppExchange. The native integration with Salesforce enables clients to simply download our app and create a single-pane-of-glass view by having the Koncert platform accessible within Salesforce as a tab,” says Senraj Soundar, CEO and CTO, Koncert. “Consequently, they don’t need to switch back and forth between multiple systems.”

Koncert realizes that salespeople, on average, make 40-60 phone calls per day, but realistically they can only connect to two or three decision-makers from their target list. In fact, the average call to connect rate for outbound sales calling runs 25-1. That’s more than two dozen phone calls made for every answered by

a live prospect. Sending mass emails is rarely an option given the restrictions put into place by the email service providers.



Senraj Soundar,
CEO and CTO

To streamline the calling process, Koncert offers five different dialers, including Click Dialer, a click-to-call app with local caller id, call recording, and auto voice messaging; Flow Dialer, a list-based power dialer; Agent-Assisted Dialer, with human agents navigating phone trees, getting past gatekeepers and transferring to sales reps when the right person answers a call; and AI Parallel Dialer and AI Flow Dialer, using the power of AI technology to recognize and connect live answered calls, and deliver pre-recorded voicemails when voicemail is detected. Salespeople do not need to engage in non-productive tasks like listening to phone trees or talking to operators; as a result, they will have lot more conversations, set meetings, arrange for product demos – and sell.

“One-hour’s worth of work in our platform is equal to two business days,” adds Soundar.

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Using Koncert’s Cadence software, which is included with every Dialer platform, salespeople can stay in control of next steps in their communication with prospects, from email to video to follow up calls.

With 10+ years experience, Koncert offers more dashboards and reports than any other dialing technology in the industry. No matter what the sales role or workflow, there is a Koncert report that provides data about it – and it can be accessed within Salesforce for managers to easily see how their sales teams are doing.

Another critical aspect of the Koncert platform is the Caller-ID management functionality. It helps businesses to make calls through the right caller IDs based on prospects’ locations and monitor their usage to avoid any possibility of getting marked as spam.

Koncert’s feature-rich and robust platform makes sales reps more efficient. This is a crucial step toward improving the bottom line of a business. **CR**