



Koncert

STRATUS IP CUSTOMER SUCCESS STORY

Overview

Solutions Used:

- Koncert Parallel Dialing
- Robust Reporting Features
- Integration with Outreach

Stratus IP is a cyber security, voice data, and advanced voice solutions provider founded in 2010. The VP of sales operations, Bob May, has over 24 years of experience in the technology industry.

The Challenge:

Stratus IP's biggest problem was connecting with the right targeted prospects and having quality conversations to convey their value proposition. This limited their ability to grow.

Solutions Used:

Stratus IP implemented Koncert, a powerful AI-driven dialer and sales acceleration platform, to address their challenges in connecting with potential customers and increasing sales productivity. The key features utilized include:

- **Koncert Parallel Dialing:** Enables simultaneous dialing of multiple contacts, significantly boosting connect rates.
- **Robust Reporting Features:** Provides detailed analytics and customizable filters for monitoring team productivity on a daily, weekly, monthly, and quarterly basis.
- **Integration with Outreach:** Seamless integration with Outreach allows easy access to call lists and enhances workflow efficiency.

"Koncert's AI parallel dialing was a game-changer. With more connections and conversations, we've been able to rapidly grow our sales."

Bob May, VP of sales operations, Stratus IP

Benefits:

After implementing Koncert's parallel dialing and integration with Outreach, Stratus IP increased their connect rates and qualified conversations substantially. Koncert's detailed reporting also provided visibility to ensure the SDR team was as productive as possible.

- **Increased Connect Rates:** Parallel dialing led to more conversations with target prospects.
- **Improved Conversation Quality:** Reduced spam calls resulted in more productive interactions.
- **Enhanced SDR Productivity:** Koncert features allowed reps to focus on selling, not manual tasks.
- **Sales Growth:** Company MRR grew over 60%, SDR quota increased by 67%, and sales goals rose by 52%.
- **Data-Driven Decisions:** Powerful reporting facilitated deeper insights into team performance.
- **Streamlined Workflow:** Integration with Outreach saved time and effort.
- **Exceptional Support:** Dedicated customer success manager provided ongoing assistance.

About Koncert:

Koncert is the leading B2B sales engagement platform, with over 12 years of innovation in AI 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 Remote Salesfloor feature. This 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.