



## EXPONENTIAL-E

Exponential-e is a fast-growing, British cloud and connectivity pioneer recognized as one of the best performing privately-owned technology companies in 2015. The winner of multiple awards, Exponential-e offers Cloud Services, Connectivity, Unified Communications, and IT Solutions. It resolves the common customer challenges of needing to improve business agility, security, and continuity while innovating through mobility and shared services. Exponential-e has more than 2,000 customers across the U.K.

Improved Customer Experience

Reduced Time to Set Up and Generate Reports

Enhanced Visibility into Sales

[vonage.com](http://vonage.com)



# Exponential-e Sales Academy's Stunning Outbound Calling Success

Exponential-e runs an annual Sales Academy to hire ambitious, industrious and aspirational people looking to forge a career in sales. Successful applicants complete an eight-week training program, comprised of classroom-style sessions, on-the-job learning, and training delivered by external trainers and experienced sales managers. Learning is focused on Exponential-e products, methodologies, lead generation and qualification, cold calling, objection handling, appointments, presentations, negotiations and closing the deal. "Our financial strength and ongoing success is a great reflection of the people in our business," said Lee Wade, CEO. "Our training Academy is designed to foster talent among our new recruits and equip employees with new tactics and business strategies, bolstering our future success as a company." Boasting more than 12 years of double-digit revenue growth and ongoing business success, Exponential-e needed a new partner to remain at the forefront of its industry.

*"[Vonage Contact Center for Salesforce] has saved each of our teams up to four hours a day. It's a fantastic benefit that improves results and our people's working experiences."*

- Chris Yerrill  
Scademy Sales Manager  
Exponential-e

Vonage Contact Center for Salesforce helped the Academy team interact with prospects, particularly through its integration with Salesforce. Since using Vonage Contact Center for Salesforce, Exponential-e has dramatically increased the number of sales meetings booked. "Use of [Vonage Contact Center for Salesforce] has helped to improve the productivity of the delegates in our Sales Academy," said Chris Yerrill, academy sales manager.

#### RESULTS

### Click-to-Dial Saves Time

Before Vonage Contact Center for Salesforce, the sales team would search for numbers and manually dial customers and prospects. The click-to-dial functionality means the team simply selects a number to call from the Salesforce screen and Vonage Contact Center for Salesforce does the rest. "[Vonage Contact Center for Salesforce] has saved each of our teams up to four hours a day," said Yerrill. "It's a fantastic benefit that improves results and our people's working experiences."

### KPIs Have Improved Through Better Reporting

Vonage Contact Center for Salesforce real-time reporting means Yerrill and the management team have a much clearer idea of individual performances. This includes data on the number of calls made, length of conversations with prospects, conversions to meetings and eventual conversion rates. This data builds a dynamic

view of Exponential-e's overall pipeline and sales performance using Salesforce dashboards, and tracks individual team members' performances.

### Vonage Contact Center for Salesforce's Call Recording Technology Improves Development and Training

With Vonage Contact Center for Salesforce's call recording system, call recordings can be accessed instantly and then replayed so sales team members can be coached on how to improve their call performances. Call recordings give Yerrill the tools to develop better communication skills for sales staff so they deliver a more effective and professional call service to Exponential-e's prospective and current customers. Note-taking against a call is much simpler and easier. It is no longer necessary to manually add call history to the prospective customer's record. Because the Salesforce notes are available to the relevant sales team, as defined by their Salesforce permissions, they can check details before sales meetings, making agents better prepared prior to the interaction and boosting sales conversion rates.

### Major Impact on CX

Exponential-e has some of the happiest customers in the industry and is a trusted provider to more than 2,000 clients. By delivering an optimized sales service through Vonage Contact Center for Salesforce, Exponential-e boasts an impressive 96 percent client reference ability.



Vonage is redefining business communications once again. We're making communications more flexible, intelligent, and personal, to help enterprises the world over, stay ahead. We provide unified communications, contact centers, and programmable communications APIs, built on the world's most flexible cloud communications platform.