

VOICE2insight's sales enablement service helps Dexter + Chaney™ gain vital insights keeping them one step ahead of the competition

“Our business is largely based and built on relationships. With Voice2insight we are now able to record the vital customer insights that help us best serve their individual and business needs. With V2i our sales reps are happier and more productive, and spend more time focusing on satisfying customer needs.”

- Curt Westberg, Vice President of Sales
Dexter + Chaney

Founded in 1981, Dexter + Chaney supplies the construction industry with cutting edge construction software. Dexter + Chaney's Spectrum™ Construction Management Software includes construction accounting software; job cost software; construction project management software; document imaging software; equipment, materials, and service software; and a variety of data sharing capabilities.

Challenges

The challenge was to capture and record all the insights, nuances, politics and other details from customer meetings in our Salesforce CRM. This information helps us connect with customers as we build and strengthen relationships with prospective and existing customers. Our reps are good users of Salesforce, but due to busy schedules, often several days will pass before they are able to input meeting updates. Due to this lapse in time, we lose key valuable insights that, if recorded in Salesforce, helps us build better relationships and win more business.

Solutions

Dexter + Chaney learned of Voice2insight (V2i), a salesforce.com AppExchange certified partner, at the Dreamforce 07 event. Within 2 weeks and with little effort, the V2i service was operational in the organization. Equipped with V2i our reps now provide quick thorough updates moments after their meetings by simply calling an 800 number and leave a report targeting specific categories with the details of their meetings.

DEXTER + CHANEY

Information. Now.

Industry

Software and Services

Geographies

United States

V2i Benefits

Flexible: V2i is simple to use, easy to train sales reps, and captures vast amounts of information that can be shared corporate-wide.

Secure, quick, reliable data

transport: Reports are provided via secure web service, fast turn-around on all call reports, with reliable consistent quality.

Capture and Record Valuable

Data: Field reps record detailed customer meeting notes instantly after meeting! Reps can file call reports while on the go in airports, lobbies, lounges, etc.

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Information. Now.

“ V2i helps us build stronger customer relationships by capturing and recording the details of meetings in “real time” moments after the meetings concluded.”

Curt Westberg
Vice President of Sales
Dexter + Chaney

For More Information

Contact us to learn how we can help you increase your CRM Success.

Results

The results have been outstanding. The information received via V2i is helping our reps better manage their accounts and build stronger customer relationships.

Since implementing V2i at Dexter + Chaney, we receive more customer information including the relevant relationship information, politics, nuances, and insights discovered during meetings which now flows seamlessly into Salesforce.

Our reps use V2i daily and because the client information is captured and recorded “real time” moments after their meetings, we are realizing higher quality and greater amounts of key client data than ever before. This is critical to our success and keeps us a step ahead of our competition. We are also seeing an overall increase in activity reporting – 50%+.

V2i removes most of the typing burden from our reps so they no longer have to sit down at the keyboard and task themselves to remember the details of meetings they had 1, 2, or 3 days ago. They are now each saving tremendous time, generally 3-5 hours or more per week. The value has been immense to us from a quality of data perspective as well as a time-savings prospective.



VOICE2insight
12244 South Business Park Drive
Suite 115
Draper Utah, 84020

P: 800-665-6803
F: 801-253-0489
E: cs@voice2insight.com
W: www.voice2insight.com