

FFF Captures Fresh Real-Time Customer Information using VOICE2insight's Mobile CRM Sales Enablement Service



“With Voice2insight we capture the details of each customer interaction instantly as meetings are concluded and by voice, as a result our CRM solution is richer and more effective than ever before”

- Jennifer Wobser
Business Systems Analyst

Industry
pharmaceutical & Life Sciences

Geographies
United States

V2i Benefits

Flexible: V2i can map information to most any fields in Salesforce.

Secure, reliable data transport: Critical for all companies, including those subject to HIPAA privacy regulations.

Capture and Record Valuable Data: Filed reps record detailed customer meeting notes instantly after meeting instead of waiting hour or day!

FFF Enterprises, based in Temecula, California, is a leading distributor of flu vaccine, plasma products and other biopharmaceuticals. Their desire to increase revenue and deliver outstanding customer care required dedication and detailed information obtained from the mobile sales force in the field.

Challenges

Getting detailed information from our reps' minds and notes into our CRM. We have a large sales force working across four different time zones and are constantly on the go. As a result they are challenged like most to find time to update the CRM.

Unfortunately when they find the time it's usually hours or days after meetings have occurred and they/we lose key customer insights that can only be captured while the details are fresh in their minds.

Our business is based on relationships and as such we needed to find a solution that allowed our field sales professional to capture and record the customer meeting details and insight easily and while on the road.

Solutions

We launched V2i's mobile sales enablement solution where our reps now make a simple phone call and leave a recorded message talking about the key details of their meetings using their cell phones. V2i converts this information into text and sends it directly into our Salesforce CRM.



Results

With V2i, we now receive more detailed quality customer information than ever that flows seamlessly into our Salesforce CRM, and our reps have more time to sell. The average time saved across our team using V2i is 5 hours/week/rep.

Our reps leverage V2i each day and as a result we are realizing a 500+% increase in activity reporting flowing into our CRM. In addition, our reps now spend their new found time working on more strategic planning or revenue generating activities.

The information received via V2i into our Salesforce CRM has helped our reps better manage their accounts and build stronger customer relationship. This is a win for our company, its mangers, our reps and most importantly our customers.

“ The V2i service helps us capture detailed customer information from the field while its fresh in our reps minds by simply doing what they do best, talking – now that’s real time at its finest”

Jennifer Wobser
Business Systems Analyst

For More Information

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



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