Call Center Services Featured Article

New Cisco-OptifiNow Integration Enables Quicker Sales Calls, Conversions

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The always-on consumer wants fast results. In yet its latest effort to address that, OptifiNow has integrated its sales optimization platform with Cisco's business phone system. As a result, OptifiNow President John McGee told TMCnet in an interview earlier today, sales reps can reach out to consumers within seconds of their submitting a website request for more information on a particular product or service.

That's important, he said, given studies show that the first company to contact a consumer about a stated need has an almost 70 percent higher change of the closing than deal than do those that reach out to the consumer at a later time.

Many users of the OptifiNow sales optimization platform, which includes both CRM and lead management functionality, are already users of Cisco phone systems, McGee said, so it made perfect sense to do this integration. He added OptifiNow already has integration with phone solutions from a variety of companies, also including 8x8, Asterisk, Avaya, Five9, Vocalocity, and Vonage.

As a result, he explained, as the OptifiNow platform routes leads and related information to sales reps or teams, the phone system can begin dialing the customer.

"That's happening in less than a few seconds," McGee explained.

As discussed in the May cover story of CUSTOMER magazine, a TMC publication, OptifiNow brings together CRM, content management/marketing, and sales. Its offerings are delivered as a modular solution set. OptifiNow software gives sales and marketing team members the ability to view company sales processes, see what marketing content should be sent to a customer at what points in that customer's lifecycle, get that content, and send it in any format to the customer.

The 17-year-old company, which has more than 100 enterprise customers with tens of thousands of users, sells its software to such verticals as automotive, financial services, health care, IT software, and telecommunications.