



UCAAS PROVIDER CASE STUDY

Overview

Unified Communication Platform Provider, formerly is a flexible-work provider of software as a service (SaaS) and cloud-based remote work tools for collaboration and IT management, with products including a cloud-based phone system and customer engagement software that offers a unified communications platform, including VoIP, video conferencing, text, and chat, designed to help businesses communicate and collaborate seamlessly from anywhere, an all-in-one IT management and support platform, designed to help IT teams and customer support organizations deliver remote support, manage devices, and manage helpdesk tickets, an enterprise-grade, SaaS-based remote support solution that enables IT teams to provide fast, secure, and efficient technical support to customers and employees on various devices, without requiring pre-installed software. Built for small and mid-sized business IT departments but powerful enough for the enterprise. With the VOIP phone system and newer tools, the company is leaving no stone unturned to ensure communication flows utmost smoothly wherever Unified Communication Platform Provider's applications are used.

Challenge

Unified Communication Platform Provider had come up with yet another great idea— something that only required good execution for it to go ahead! Here, new communication solutions were on the need and this was something that a lot of big companies found it hard to consider. As COVID-19 happened, your workforce scattered overnight. Even after a “return to normal” only 62% of workers are expected to fully return to in-office work. It may be time to re-evaluate your overall investment. For decades, on-premises solutions served as the default option for business phone systems. An on-premises system is one where your company purchases the system hardware including servers, switches, etc., and hosts it at your office location.

Only Hosted VoIP offloads the inherent risk of tech investment onto the provider while delivering greater agility, more advanced features, seamless scalability, and resilience to outages, natural disasters, and even pandemics. To do this, it was first important to identify which areas can be targeted by technology and how it can be applied in the most effective way to make a difference.



Case Evaluation

Unified Communication Platform Provider's technology joined forces with a virtual meeting platform that allows users to conduct online meetings, share screens, and collaborate in 2018 to create a new, fully-integrated application for businesses and individuals to easily connect and communicate a cloud-based business communication platform that combines a phone system with team chat and video conferencing, offering a unified solution for businesses to connect and collaborate from anywhere. The market was demanding an all-in-one unified solution, and a customizable, scalable, all-in-one business communication solution for growing businesses delivered. With a software platform, formerly known as Jive Software, that provides enterprise collaboration and knowledge management tools, focusing on connecting people, content, & activities within an organization to facilitate communication and collaboration, technology was now part of something that was so much more than just a business phone system. This evolution paved the way for a new era.

At RDIGS, we opted for ABM due to its proven effectiveness in delivering results. With RDIGS ABM strategy, they achieved 70% target account penetration and 17% account-to-opportunity conversion. Pretty good figures when you consider that, on average, 99% of B2B prospects never become customers.

Initially, we assessed the importance of specifically targeting certain organizations. At RDIGS, we ensure to conduct a thorough analysis to determine the effectiveness of approaching these companies. After careful consideration, we determined that contacting our intended companies through their relevant decision-makers would yield favorable results. However, this required us to diligently research and analyze all data pertaining to these companies. Given the complex hierarchy prevalent in many organizations, identifying top decision-makers was quite challenging. Moreover, it was even more difficult to determine the most effective mode of contacting them.





Solution

We invested effort into comprehending Unified Communication Platform Provider's target market and audience requirements. Our team considered telemarketing and email campaigns as the most suitable choices for promoting Unified Communication Platform Provider's offerings. RDIGS leveraged its Intent Engine to deliver precise, tailored, and personalized content and messaging to right party contacts. Our professional agents and experts contacted the most appropriate individuals to showcase Unified Communication Platform Provider's services and generate positive outcomes. An increased sales pipeline was thus created to provide more opportunity for the Unified Communication Platform Provider Sales Team that eventually led to a shorter sales cycle and higher revenue.

Conclusion

The marketing campaign was a huge triumph, with favourable responses from potential customers who appeared interested and wanted to find out more details. As a result, RDIGS and Unified Communication Platform Provider effectively executed their pitch. Whether this translates into continued success in the future is uncertain, but here's to producing similar accomplishments.



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