



CASE STUDY

Accelerating Growth with Aircall Analytics

How Aircall and HubSpot help Trekksoft use powerful analytics to build out their sales team and personalize conversations

The Challenge

Trekksoft's versatile booking software gives users all they need to sell more experiences and simplify administrative tasks. Recently, the brand has been entering a growth phase, much of it attributed to their thoughtful use of HubSpot tools. The unified approach to managing content, calls-to-action, lead forms, and automation workflows led to a dramatic increase in inbound sales. As a result, the Sales team can now focus its time exclusively on prospects with strong potential for product fit. With a significant percentage of sales deals starting from (or closing over) the phone, finding a suitable voice solution for HubSpot became the team's next challenge.

“ We chose Aircall due to the valuable insights – and of course – the simple integration with HubSpot. ”

The Solution

Trekksoft was previously working with another voice solution which didn't provide them with enough analytical results. They chose Aircall due to the valuable insights that help give their sales team more context in order to have more personalized conversations. With Aircall, they not only track volume of calls, missed opportunities and average call time, but they also use call recordings for training purposes. Aircall recordings are also useful for their CSM and marketing team for playbacks and understanding their customers better.



AT A GLANCE

- Tour and activity booking software founded in 2010
- Offices in Interlaken, Switzerland and New York, United States.
- The go-to software in over 130 countries worldwide and leader in the European, LATAM and Caribbean markets

AIRCALL SOLUTIONS

- One-click integrations with CRMs Helpdesks and business tools
- Inbound & Outbound sales features like call recording, call coaching and PowerDialer
- Actionable reporting and analytics

WHY AIRCALL

- Easy to set up and manage
- User-friendly interface
- Global team with offices in Europe and US

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The Results

The insights housed in HubSpot have become significantly more valuable as they inform actual sales conversations which have an added layer of Context thanks to the seamless integration with Aircall. Additionally, Trekksoft sees Aircall as a sales training accelerator. By listening to call recordings, both individually and as a group, common mistakes and customer objections were quickly revealed and addressed. And it's not just Sales who enjoy these audio transcripts. The Trekksoft Marketing team has also started using call recordings as a form of customer research — listening in to identify the challenges and priorities that resonate most with their target audience.

“ Aircall supports our customer journey at every single funnel stage. ”



Use call recordings for training purposes



Help personalize live conversations



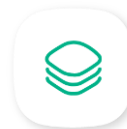
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About Aircall

Aircall is the cloud-based phone system of choice for modern brands. Scaling businesses across industries choose Aircall for its simple set-up, seamless integrations, and proven quality. With Aircall, sales and support teams can have meaningful and efficient phone conversations.

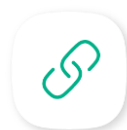
Aircall is headquartered in Paris and New York, and is trusted by thousands of companies worldwide.



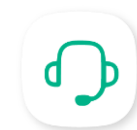
Easy to set up and scale



Beautiful and intuitive UI



Connected to all your tools



Proven call quality