



## CUSTOMER SUCCESS STORY

# Driving Productivity & Sales Through Digital Transformation

### Company

Vonage

### Industry

Telephony

### Interviewee Name & Title

Reggie Scales, SVP/GM Applications Group, Americas

### Company Overview

Vonage is redefining business communications. Vonage embraced technology to transform how companies communicate to create better business outcomes. The company's unique cloud-based communications platform brings together a robust unified communications solution with the agility of embedded contextual communications APIs. This powerful combination enables businesses to collaborate more productively and engage their customers more effectively across messaging, chat, social media, video, and voice.

### Integrations



A pioneer in the VoIP industry for consumers, Vonage was founded in 2001 and has remained true to its roots as a technology disruptor, continuing to evolve and develop a portfolio of emerging technologies that, today, transform how people and businesses communicate.

Through a series of strategic acquisitions, as well as organic growth, Vonage has pivoted to the business space, providing more than 100,000 businesses with the tools they need to improve internal connections and collaboration among employees while enhancing engagement externally with customers.

Vonage's unique offering and powerful combination of unified communications, programmable communications, and cloud

contact center solutions helps customers to create better business outcomes.

As it sought to build solutions for businesses, the company focused on creating a unified communications solution in the cloud that integrates seamlessly into a business' existing cloud productivity applications. The result is that companies can increase staff productivity and offer their customers better experiences while reducing operational and infrastructure costs.

This particular offer is built by unifying G Suite, Salesforce, Prodoscore, and Vonage's own communication platform, Vonage Business Connect (VBC). It also supports the flexibility to add other cloud solutions, and is already winning Vonage new business clients. As Vonage brought the solution to market, the company also deployed the solution across its internal organization to enable its own digital transformation.

## Reimagining Process with G Suite

Vonage made the decision to transition its legacy productivity and email platforms to G Suite as a pure cloud-based solution, following a deep evaluation into the company's business operations and processes. This was followed by a major investment in Salesforce, transitioning from siloed CRM solutions to a broader implementation across the organization.

Aside from the individual benefits of the two cloud products, one of the key reasons for choosing G Suite was the way it seamlessly integrates with Salesforce.

This immediately offered additional productivity gains: Gmail messages could be connected directly to the Salesforce database, and customer records managed using Salesforce Inbox for Gmail. In addition, when meetings were arranged, there was no need to send separate invitations using Calendar; they can be sent directly from the Salesforce interface into Calendar. These straightforward changes quickly reduced everyday administration tasks, saving the sales teams time for more productive activities.

## Benefits of Google Cloud

- Connects key business productivity tools in a unified solution to streamline everyday tasks
- Records activity directly into Salesforce, reducing administration and increasing the accuracy of sales forecasting
- Simplifies management visibility of sales activity to help ensure consistent software adoption and use
- Rapidly enables managers to address employees' level of engagement with cloud software applications
- Builds sales team confidence to focus on priority opportunities and to communicate consistent sales messages
- Improves work-life balance and supports flexible working arrangements

The benefits increased further with the onboarding of Nexmo, the Vonage API Platform following its acquisition in 2016, bringing together programmable communications across multiple channels. Voice, SMS, and messaging app communications could now be integrated with the core cloud apps, saving time while empowering more flexible, mobile workers.

## The Case for Prodoscope

As adoption of G Suite progressed, company executives wanted to help ensure employees were realizing the full value of the available cloud tools, including, Docs, Sheets, Slides, Hangouts Meet, and Drive.

The team sensed that G Suite use could be accelerated but needed to better visualize what tools they were using to collaborate.

The underlying questions about software adoption were central to Vonage's decision to introduce Prodoscope — a powerful tool that helps businesses visualize and measure how teams are adopting cloud-based tools.

Since Prodoscope is fully integrated with G Suite, managers can quickly gain visibility into employee activities such as how often they create and store documents in Drive, and how many emails they send through Gmail.

Prodoscope enables businesses to set their own parameters for productivity and measuring performance on a daily basis.

The combination of G Suite, Salesforce, and VBC enabled Vonage to provide a unique cloud-based solution that integrates seamlessly with Prodoscope — all with very little deployment effort.

***“A group of sales managers at Vonage initially deployed Prodoscope across G Suite, Salesforce, and VBC as a pilot to visualize and analyze the data from all three cloud-based applications in a single dashboard. Team productivity jumped 20 percent because the sales team now had a clear view of the applications that drove productivity and where to focus their activity.”***

**Crisantos Hajibrahim**

Chief Product Officer, Prodoscope



## Increase in Productivity

Crisantos Hajibrahim, Chief Product Officer at Prodoscore, explained how Prodoscore became a core sales management tool at Vonage. “A group of sales managers at Vonage initially deployed Prodoscore across G Suite, Salesforce, and VBC as a pilot to visualize and analyze the data from all three cloud-based applications in a single dashboard,” he explains.

“This enabled them to establish a baseline of productivity. The managers then coached their sales reps on the value of Prodoscore and how it fostered engagement and productivity across the cloud applications. Team productivity jumped 20 percent because the sales team now had a clear view of the applications that drove productivity and where to focus their activity.”

While Prodoscore measures productivity, G Suite provides the cloud foundation to kick start an organization’s digital transformation.

Beyond the initial surge in productivity, the Vonage team soon identified areas of opportunity to further drive team productivity.

Prodoscore provided managers, for the first time ever, with insight that some team members were not taking full advantage of the cloud-based applications provided by the company.

“When we talked to them, we found out why,” said a Vonage Strategic Partner. “Managers quickly discovered that some employee devices had software configuration issues. In other cases, the employees were not aware of the application features, simply because they had just missed it during the software training.”



## Improved Productivity with Prodoscore

With a clearer view of all the applications driving productivity, sales reps learned where to focus their activity in order to improve.

Both issues were easily resolved and meant that, instead of having to retrain the entire team, managers could focus on those who had low adoption scores.

Subsequent productivity scores demonstrated improvement and provided the additional benefit of cleaner and more accurate data in the CRM. This enhanced forecasting and management decision making.

## Driving Behavior Change

With Prodoscore deployed, Vonage gained a management productivity tool to encourage behavior change across its employees. For example, Vonage configured the solution so that employee activity in Salesforce received a higher productivity weighting than other tasks. As adoption of Salesforce activities and related email prospecting increased, the employee productivity score increased.

“Setting the Salesforce weightings higher was deliberate,” says Crisantos. “Prior to Prodoscore, some sales reps recorded their opportunities in Salesforce once or twice a week. Sales managers want to use Salesforce as a real-time forecasting tool and, therefore, ad hoc input of activities resulted in inaccurate



real-time sales data. With the stronger weighting on Salesforce, sales reps regularly and more consistently use Salesforce as part of their daily routine, thus providing cleaner and more real-time forecasting data for management to rely on.”

After implementation of Prodoscore, the data indicates a nearly 200 percent increase in Salesforce updates by Vonage sales reps.

The Vonage team also looked to increase document collaboration across the sales team and considered Docs sharing and Hangouts Meet as key indicators of collaboration. The sales managers leveraged Prodoscore activity weighting to encourage app adoption. The initial trial group of 15 veteran sales reps demonstrated an increase in activity post deployment of Prodoscore.\*

VBC activity also increased across the team as engagement improved with Salesforce and G Suite. Using the Mobile App, all calls made and received by field sales reps are automatically logged into Salesforce, which means less manual work. “This is a huge time saver for sales reps,” says Reggie Scales, SVP/GM Applications Group, Americas at Vonage.

***“In fact, Vonage has calculated that by integrating Salesforce with the VBC Mobile App and G Suite, sales reps free up significant time in their day. Less time is spent on data entry and more time is spent on more skilled sales prospecting activities.”***

## **\*Methodology**

This information was based on a Vonage study with a cohort of 15 veteran Vonage Business sales representatives in the Chicago, IL office over a 7 to 10-month period.

Productivity was measured based upon the time sales managers observed the sales reps focusing on activities that were productive to the organization (e.g. using software to search for leads or working towards closing deals).

Productivity results do not necessarily contemplate lead generation and/or overall market conditions. Actual results may vary.

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As the use of G Suite and productivity visualization with Prodoscore has become more actively used, there’s been a boost to employee job satisfaction and work-life balance. “We now have more people working remotely, who are able to be productive whether at home, remote, or in the office, through Cloud APIs,” says Reggie.

## **Learning From the Best**

As use of the fully integrated solution increases, Vonage has identified more opportunities to improve processes and productivity, particularly for its sales team. The company now aggregates all text from emails, Calendar, Hangouts Chat, Docs, and Salesforce activity, and then Prodoscore uses Cloud Natural Language processing to analyze it.



## Accurate Forecasting using Prodoscore

With Salesforce tracking in Prodoscore, sales reps more consistently used Salesforce as part of their daily routine, providing management with cleaner and more accurate real-time forecasting of data.

“Each week, we task the sales reps with focusing on different products or parts of the offer. We now have visibility to see whether they are following the marketing messaging,” adds Reggie. “While the first step is compliance, from there, the team can analyze the interaction data further. We can pinpoint the most successful reps, both in terms of their targets and their productivity score, and examine what they do differently. We can then use that to improve coaching and training.”

The value of the solution is not just in the quality of the data but also the speed at which it is generated.

“Using Cloud Natural Language, we can understand what sales reps are saying, doing, and promoting much faster and more clearly than before,” adds Reggie. “We see it as supporting our coaching efforts focused on helping people and teams perform better.”

## Selling an Integrated Solution

With Vonage reaping the rewards of the integrated solution, the next step was logical — offer it to customers.

“We’re going to market and selling exactly what we’re doing here at Vonage: a digital transformation toolkit, supported by VBC, Salesforce, G Suite, and Prodoscore,” says Reggie.

Already, that message is proving compelling — though Vonage has an advantage: “It’s a lot easier to train salespeople to sell to customers if they’re selling the things they use daily,” says Crisantos.

“VBC, G Suite, Salesforce, and Prodoscore are tools they use everyday; they know the value proposition and can explain it. With that, we’re reducing training costs and closing deals sooner.”

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Prodoscore™ is a company dedicated to empowering teams to be more effective and productive, validated with improved sales performance and time management metrics. By providing visibility into employee activities through a single, easy-to-understand productivity score, a “Prodoscore” is calculated to improve workforce productivity.