



Koncert

GROWTHGENIE CUSTOMER SUCCESS STORY

Overview

Solutions Used:

- AI Parallel Dialer & Agent-Assisted Dialer
- Caller ID Management
- Live Coaching & Call Analysis
- Robust Analytics & Reports

Growth Genie is a B2B sales consultancy that helps sales teams have better conversations with their ideal customers. They offer sales training and sales playbooks to achieve this.

The Challenge:

Growth Genie faced declining outbound call pick up rates, dropping from 15% to 5%, making it hard to have sales conversations and generate pipeline.

Solutions Used:

Growth Genie leveraged Koncert's AI parallel dialers to drastically increase their outbound calling capacity. With Koncert's parallel dialing, they went from being able to make 300 dials per week manually to over 300 dials in a single day. The local caller ID management with spam filters allowed them to have more connect rates. Call recordings through Koncert enabled them to listen to live calls for coaching as well as review past calls to improve skills. The reporting dashboards gave visibility into key conversion metrics from dials to connects to meetings scheduled.

"The dialing capability of Koncert has been great. The parallel dialer with the ease of use and able to call so many people at one time and you just go connect with the customized message. The reporting is really good with activities, dials, conversion rates from dials to connects all those features have been fantastic"

Michael Hanson, CEO/Founder GrowthGenie

Benefits:

With Koncert's dialers, Growth Genie increased their prospect touchpoints from where they were previously. The local caller IDs helped connect rates to increase steadily, overcoming the declining pick up rates they faced earlier. Sales coaching was enhanced through call reviews, upskilling the team. More conversations led to more pipeline and revenue closed from enterprise deals.

- **Revolutionized Efficiency:** Dialing 200-300 people in a day, a task that used to take weeks.
- **Overcoming Challenges:** Increased pick-up rates with Koncert parallel dialers
- **International Reach:** Overcame spam filters with local numbers for global outreach.
- **Real-Time Coaching:** Enhanced performance with live coaching and call analysis.
- **Data-Driven Decision Making:** Leveraged robust analytics for better insights and strategy.

About Koncert:

Koncert is a B2B Sales Engagement platform with over 12 years focusing on B2B sales dialer technology innovation. Koncert provides four dialer options aligned to different sales workflows: Multi-line AI Parallel Dialer, Single-line AI Flow Dialer, Agent-Assisted Dialer, and a Click-to-Call Dialer seamlessly integrating into leading CRMs. The platform includes a wide variety of reports and dashboards plus customization options so managers and sales reps can have complete, actionable analytics at their fingertips. Koncert dialers help sales teams skyrocket conversations for more pipeline while optimizing productivity.