

A Best-Value Balancing Act

SalesBroom Puts Allied Telecom Group in their "Magic Quadrant"



CLIENT SUCCESS STORY



As every business leader worth their salt well knows, the insight that can be gleaned from Customer Relationship Management (CRM) data and dashboards is limited by the quantity, quality, and the timeliness of the information that goes into the systems supporting the process. While executives love the data, their sales staff often loathe the time-consuming process of entering in that important information.

To remove the pain and costs related to performing data entry tasks, [Salesbroom](#) created a CRM data entry service that allows companies to outsource day-to-day CRM data entry to professional assistants. Not an app, Salesbroom assistants are real people. The CRM data entry service is designed to save time for sales teams while improving data accuracy for the whole company.

CLIENT PROFILE

salesbroom
Your personal assistant for CRM work

Customer: Salesbroom

Industry: CRM Data Entry

Location: Silver Spring, MD

Website: www.salesbroom.com

BUSINESS CHALLENGE: Finding a service provider with the right balance of resources and customer service.

ALLIED'S KEY BENEFITS:

- Allied is in the "magic quadrant" (as defined by Salesbroom)
- Big enough to sustain the business and future growth
- But not too big to provide a client focused experience

SELECTION CRITERIA FOR SALESBROOM:

Finding the Right Balance

As a company with the operating philosophy to provide the best quality resources (whether provided from within the company or through a third party), Salesbroom's approach for surveying the telecommunications service provider market

was guided by similar principles to the value proposition provided by Salesbroom's services.

The objective was to choose a provider that offers up the

best combination of human capital (labor), passion for the business (cares about the client and employees), and ability to go the distance financially (excellent network infrastructure, capability and financial stability).

“Our sweet spot is a vendor who has the resources to do things quickly, but not so large they don't care anymore about our business... Allied has the people and resources to get stuff done.”

- Rich Schulte, Co-founder of Salesbroom

As Salesbroom reviewed their options, they quickly determined that, all things being equal, hosted voice providers are using similar technologies to deliver the quality of service required to support SMBs with growing, worldwide enterprise requirements.

So what was it that separated Allied from the hosted voice pack enough to compel Rich and his management team to select Allied to deliver their VoIP solution?

Rich Schulte, Salesbroom Co-founder, said that in his version of the “Magic Quadrant,” Allied is “big enough to have deep resources and the people to get things done,” noting also that a “small company can’t do that – they can’t ‘roll a truck’.” In addition, [the ultimately selected provider] “can’t be too big – can’t be [Big Company A] or [Big Company B], because they don’t care enough about our business to respond quickly...” He went on to say, “Look, you’re gonna have problems [with any provider at some point or another], it’s ultimately all about the resources [the company has to solve a problem when it arises].” He summed up the decision criteria discussion by saying: “The reason you go with a smaller / mid-size vendor is hand-holding – big vendors don’t want to do that – they are not capable of hand-holding.”

ALLIED SOLUTIONS

Allied Solutions Selected:

- ALLCloud VoIP Services
- BYOB (“Bring Your Own Bandwidth”)

POST-DEPLOYMENT: A MUTUALLY BENEFICIAL PARTNERSHIP

The marriage of Salesbroom and Allied Telecom Group hasn’t ended with Salesbroom’s adoption of Allied’s hosted voice services, as the partnership now goes *both* ways. “It took me about two seconds to see the value of utilizing Salesbroom for my sales teams,” said Geri Sullivan, VP of Sales for Allied, “the reality is, they love to be out in the field, not chained to their workstations; so it made perfect sense to deploy Rich’s product as he adopted ours.”

“ The phone system is something you want as a company to just work, and to do that with the technology available in the marketplace today is not easy. You want a company that makes it look easy. When we chose Allied we knew exactly that’s what we wanted.... and it’s turned out that way.”

