

Dialogue Group Shrinks Time-to-Revenue with Smart Correspond for Salesforce



Summary

Dialogue Group needed to further enhance its sales and contracting processes in the increasingly competitive value-added Application-to-Person (A2P) messaging market. As part of an overall business process change programme, **Smart Correspond for Salesforce** helped to shrink time-to-revenue by:

- Reducing quote, contract and re-contracting times from days down to minutes
- Optimizing contract signing processes and improving business responsiveness to customers for contracting and service enquiries
- Providing more accurate, personalized and on-brand content within customer contracts and product information

About Dialogue Group

Dialogue Group is the longest established international A2P SMS messaging company having helped customers since 1994. It has extensive knowledge and experience of all aspects of the A2P market and through its A2P SMART Hub – a totally unique solution that enables Mobile Network Operators to successfully monetize their A2P traffic to realize millions of dollars in additional and sustainable A2P SMS revenues. The company is headquartered in London UK, with offices in Sheffield, Sydney and Singapore. For more information, visit www.dialogue.net.

The Challenge

SMS services are an important but sometimes overlooked form of customer communications in today's world of mobile applications and smart devices. Dialogue adds value by connecting with mobile network operators direct to offer only the best quality routes and competitive prices for their wholesale customers who want to deliver time-critical and customer-focused SMS messages to their customers. But the market for SMS services – or A2P SMS, as it is known – is incredibly competitive and changeable by the day, and sometimes by the hour.

Dialogue Group recognized that to thrive in this fast-paced market, it needed to change some of their business processes to better respond to the market and customer needs. Dialogue reviewed how their sales teams communicated services quotes and contracts to current and prospective clients. They found that these processes were wholly manual and based largely on the use of Microsoft Word and PDF files, many of which were inconsistent and could easily become out-of-date.

“*Smart Correspond for Salesforce met all of our expectations – it helped us build workflow to make our business more efficient, helping to reduce time to revenue for our core business. Thunderhead was great to work with and allowed us to implement quickly to create a quote and contracting capability within Salesforce and using DocuSign, which has increased the efficiency of our sales teams.*”

Ben Rose, Senior Project Manager, Dialogue

The Solution

Dialogue Group Global CEO, Perry Offer, recognized that their processes, not just in the area of quotes and contracts, but across many areas of the business, had to be enhanced and streamlined to bring greater efficiency and customer satisfaction. Dialogue chose **Smart Correspond for Salesforce** to become the basis for creating efficient workflow processes in the business. According to Ben Rose, Senior Project Manager at Dialogue, “Smart Correspond for Salesforce could be implemented rapidly and simply transfer our documents into automated, standardized templates to be part of an efficient workflow.”

In an implementation period that lasted just under one month, Smart Communications helped Dialogue create powerful, multi-channel templates supporting digital formats, print and email. Dialogue was able to move away from disparate Microsoft Word and PDF documents, optimizing their correspondence process. This standardization also afforded flexibility to rapidly meet customers’ requirements and market changes. Smart Correspond for Salesforce gave Dialogue salespeople the ability to collect customer-specific data for a quote and contract, plus the ability to rapidly adjust and deliver a revised contract to customer — within minutes rather than days.

Dialogue also took advantage of Smart Correspond for Salesforce’s out-of-the-box integration with Salesforce, enabling their salespeople to use a single application interface and leverage the data that exists within Salesforce. The application “lives” within Salesforce Sales Cloud, which helped reinforce Dialogue’s goal to have Salesforce as the core application for its sales team.

Results

Dialogue Group reached its initial goal of implementing a Salesforce-based communications application to help bring workflow process to the critical area of sales quotes, contracting and re-contracting. The results impacted key areas in their business:

- By standardizing contract templates and using Salesforce as its core tool, Dialogue reduced the average time-to-contract signing from days to hours or minutes.
- Dialogue has increased customer satisfaction by being more consistently accurate with quotes and avoiding errors that previously frustrated customers.
- Dialogue has used Smart Correspond for Salesforce to create a standardized workflow around customer communications which, in turn, provided a basis for improving other workflows around the business.
- Smart Correspond for Salesforce provides Dialogue with an effortless way to support unique contractual terms and conditions based on country.

After delivering dramatic process improvements and better experiences for their consumer customers of SMS services, Dialogue will next look to explore how Smart Correspond for Salesforce can be applied to its contracting relationship with Mobile Network Operator partners, thus leveraging Smart Correspond to drive further efficiencies across their business.

About Smart Correspond for Salesforce

With Smart Correspond for Salesforce, it's never been easier to create highly personalized and effective communications all within the familiar Salesforce environment. This powerful solution makes it easy to create tailored and on-brand sales and service communications.

With Smart Correspond for Salesforce, you can:

- Speed up the on-boarding process to save time for employees and customers
- Remove your dependence on Microsoft Word and other third party applications
- Improve the customer experience with more personal communications
- Reduce risks by ensuring accuracy, control and auditability of communications
- Support customer retention, beginning with the on-boarding process and continuing throughout your relationship
- Reduce or eliminate training for front-line employees
- Reduce time-to-revenue through integrated e-signature without the delays of having to print and sign
- Gain efficiencies by easily generating personalized emails and attachments for many customers at once
- Automate correspondence creation and delivery with APIs for integrating with Apex code, Workflow and Process Flows
- Take advantage of cloud technology to further reduce expensive infrastructure

SMART
CORRESPOND for salesforce

To learn more, visit the [Salesforce Appexchange](#) for a demonstration and 30-day free trial.

About Smart Communications™

Businesses around the world engage with their customers and each other everyday. As communications and interactions with customers and partners become more complex, businesses now recognise that communications increasingly take place in an interactive and real-time context and are critical to success. The Smart Communications suite of solutions helps businesses to move beyond traditional enterprise communications using the most modern architecture and cloud capabilities.

Today, hundreds of brands globally from a diverse range of demanding industry segments including banking, insurance, government, retail and telecoms are using Smart Communications to deliver the new generation of customer and business communications.

A division of Thunderhead, Smart Communications is headquartered in London and serves its customers from offices located in North America, Europe and Asia Pacific.

