



Maximizing Sales Productivity and Efficiency

How SaaS CRM Lead Management and Cloud Call Center Integration increases campaign revenue

Cloud call centers provide companies with the ability to build a contact center anywhere, regardless of geographic location. This software functionality allows for set-up and administration of at home agents, as well as distributed centers to act as one. Companies can reap many benefits from the service flexibility of cloud call centers.

Companies that still use manual dialing to make calls face challenges:

- An increase in the possibility of mistakes.
- Precious time is lost, while representatives wait for answering machines, busy tones and disconnected lines.
- Such a tedious method can decrease employee moral.

Yet, many call center systems are very complex and require extensive training for sales representatives. These issues are eliminated with LeadMaster's Power-Call software solution, as it meets the needs of inbound and outbound marketing, sales and customer service departments with an easy-to-use interface for agents. The system is fully integrated into LeadMaster's campaign management features of the CRM, which provides users with more options and tools for improving their sales effectiveness.

Power-Call benefits include:

- Freedom to work from any location
- No hardware, software or upfront startup capital expenditures
- Easy set-up and administration of at-home agents
- Time is saved with power-dialer and filter software
- 20 to 30 percent increase in sales efficiency
- Real-time reporting and analytics

LeadMaster's Power-Call shifts outbound dialing into overdrive, streamlining call center functions and maximizing the revenue from your campaigns. Complex systems are not a problem, as LeadMaster handles the logistics for you.

Configuring a new calling campaign is three easy steps:

1. Give your campaign a name
2. Find the list of people you want to call using the LeadMaster search function
3. Select the phone reps you want to do the calling for the campaign

Click 'Submit' and your cloud call center is ready to go. The selected agent participants will have a 'Call Campaigns' link on their homepage. When the sales representatives are ready to start the campaign, they simply click 'Call.' The power-dialer is activated, immediately dialing two lines per agent. The Power-Call system, like an automatic switchboard, connects your reps to customers instantly, while simultaneously eliminating busy signals and bad phone numbers.

The service is simple, but the savings really add up as LeadMaster Power-Call solution streamlines the calling process:

- Calls are optimized
- Agents are happy
- Time is spent efficiently
- Sales productivity is increased

Time is crucial when handling calls, and Power-Call leads to both cost and time savings – time that can be used for talking with more customers. Maximize your sales productivity and your campaign revenue with this virtual call center solution.

The system is risk-free, with no long-term contracts. Get started today with LeadMaster's Power-Call. See for yourself how much you can improve sales productivity and efficiency.

Visit the LeadMaster website for more information or call 800-699-4164 today.