

A third-party sales company uses SMS to help nurture and convert inbound leads at scale.

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Every sales organization needs a great team to be successful. With the right systems and technology, high performing sales teams can close even more deals, be more productive, and deliver additional value to customers.

One of Austin's top third-party sales companies uses text messaging to help one of their largest clients - a company in the gig economy space - nurture and convert inbound leads. They currently have a team of over 100 sales reps interacting with hundreds of leads a day over SMS.

Before Avochato, the team was reaching out to leads via phone or texting them individually, but both options were very hard to scale. Implementing a business SMS solution was the perfect way to ensure that all leads were contacted in a timely manner - and that the messages were actually being read and replied to.

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One of the first things that caught the team’s attention about Avochato was the ease of use. “We evaluated other SMS providers, but they all had clunky and non-intuitive user interfaces. Avochato was very simple and easy to navigate”, says their Vice President of Sales. Avochato’s routing rules also help them get incoming messages assigned to available agents, so people don’t have to wait for one specific individual to respond.

Another big differentiator was Avochato’s robust integration to Salesforce. According to their VP of Sales, “our reps are already in Salesforce all day. Avochato’s integration allows them to do everything in one single Salesforce screen, from checking lead information to actually sending and receiving SMS messages. No need to switch tabs or open different applications”. Plus, all messaging activity syncs automatically to Salesforce, so it’s easy for managers to track and monitor all interactions. “We can easily get Avochato data into Salesforce dashboards for better visualization”, he adds.

Last but not least, they also leverage Avochato’s API to automatically send text messages to leads based on certain criteria. The second a new lead is created in Salesforce, for example, an automated text message goes out to get the conversation started. If a lead hasn’t interacted in a few days, another message goes out to keep them warm. The speed to first engagement and regular check-ins are crucial to get sales closed faster, and they don’t require any manual effort from the team.

Since implementing Avochato, the team has noticed a huge improvement in efficiency, since text messaging makes it possible for one single rep to manage multiple conversations at once. Avochato allows them to scale communications without necessarily growing the sales team. “Lead volumes can fluctuate a lot month over month. When they increase significantly, Avochato allows us to contact every single one of them via SMS with the same number of sales reps.”

The challenge

Contacting a large volume of inbound leads fast and keeping them warm after the first interaction to drive more conversions.

The solution

A business SMS solution fully integrated to Salesforce to maximize efficiency without disrupting existing workflows.

The impact

Significant increase in sales efficiency and faster time to first engagement.

Ability to account for fluctuation in lead volume and contact 100% of them at all times.