

DS CASE STUDY:

VSP Global

DENALI | SALESFORCE



Altair Eyewear, a division of VSP Global, has rejuvenated its sales team and reached new levels of performance by incorporating DialSource Denali's automation technology into its sales process.

Backed by a team of 40 reps, VSP's Altair Eyewear division provides independent eyecare professionals across the country with advanced eyewear products and business solutions to help deliver excellent patient care. In order to better service doctors and their patients, Altair relies primarily on telephony and web tools to conduct their business. Reps "meet" with doctors, introduce new products and accept orders, all via phone from VSP's offices in Rancho Cordova, California.

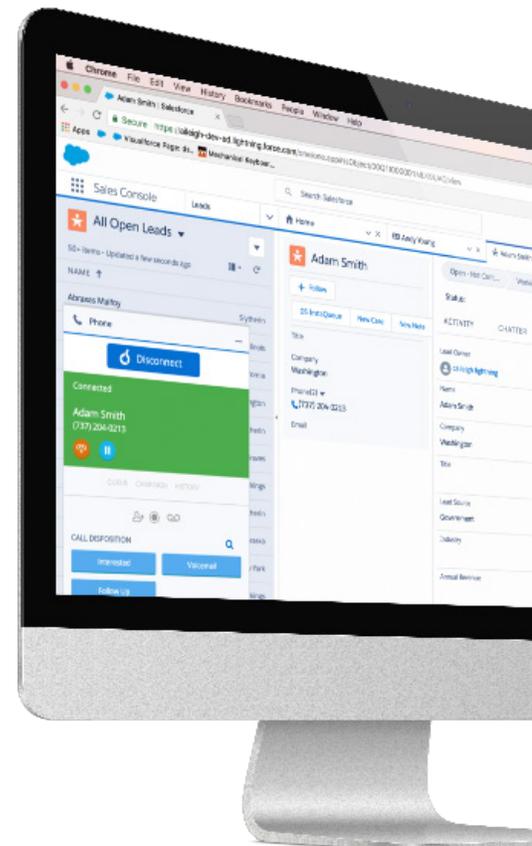
Operating as an inside sales team provides a competitive advantage for VSP's Altair Eyewear division, but selling remote created a task-intensive sales process for their team. Whether it was coordinating product showings, updating Salesforce records after calls or scheduling follow-ups with doctors, Altair's reps had to manage and complete every task by hand, which led to inconsistencies and key calls not being scheduled.

"They've really tried to understand our business and the 'whys,'" said Midgley. "That piece is really important — that they care enough to try to learn and understand our business."

VSP's sales team isn't the first to be hampered by tedious, time-consuming tasks. According to research from Salesforce, the average sales rep spends an astounding 65% of their day on non-selling tasks, such as manual data entry. With Salesforce and telephony playing such a crucial role in their operations, VSP sought a way bridge the gap between the two and streamline the sales process for its team.

While attending Dreamforce in 2015, VSP learned about DialSource and how its automation tools could simplify their rep's day-to-day routine. Excited by this potential, VSP decided to implement DialSource within their Altair Eyewear Division after returning from the conference.

"Once we got back and went through everything we had learned at Dreamforce, we started to look at what we thought could make an immediate impact on our business," recounted Sherri Midgley, Business Information Systems Director at VSP Altair Eyewear. "That's why we chose DialSource."





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40

SALES REPS

CUSTOM

IMPLEMENTATION NEEDS

EXCEEDING

REVENUE GOALS

As VSP hoped, DialSource transformed their sales process. Automated solutions, such as Click-to-Call, Campaigns and Dispositions, allowed Altair's reps to condense repetitive tasks—the bulk of their work—into single clicks, shaving hours off their process and creating happier reps.

While implementing Denali, DialSource helped VSP develop custom solutions tailored to their unique sales process. For instance, several reps call on the same accounts for various products, so VSP's CRM records don't have a single "owner" as is usually the case. This can affect certain functions like call campaign creation and management, but DialSource developed a connecting field solution that adapts to this unique provision and identifies the correct user IDs. Other solutions DialSource has created for VSP include custom call dispositions and custom object roles that go beyond the standard functions included in Salesforce.

"It's been a really good partnership," added Davis. "Sometimes I have an idea of what I think I want and they'll engineer a solution that's not what I was thinking, but of course, it works. That's how well they've gotten to know our business."

With a growing number of team members reaping the benefits, DialSource has become a favorite across the VSP sales team. Their push for adoption even resulted in an internal video to further energize their implementation process with team members expressing their old painpoints and new and improved reality, just check it out here: <https://youtu.be/K0X7zQzg9VE>

"We absolutely know that we're going to get there and we believe, being that it's an inside sales team, that this is going to help us identify what that 'secret sauce' is to making a good rep," explained Midgley.

"We've found that people can really influence each other working peer-to-peer. If all of a sudden you can show people who are using your tool, Salesforce and DialSource, and they are making and exceeding their revenue goals, then other people start to pay attention—"I want to be on that leaderboard." "I want to be the person who is exceeding my goals."

Like VSP Global, your organization can re-envision what's possible across both your inbound and outbound communications.

Learn more & schedule your demo at www.dialsource.com

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