

VERTICAL

CASE STUDY

Vendisys[®]

SUPERCHARGED GROWTH, POWERED BY AI

PRESENTATION OVERVIEW

POINTS OF DISCUSSION

- ABOUT THE CLIENT
- LEAD GENERATION - BEFORE VENDISYS
- THE CHALLENGE
- THE SOLUTION
- THE RESULTS
- CLIENT TESTIMONIAL
- LET'S CONNECT

**"WE CANNOT SOLVE
OUR PROBLEMS WITH
THE SAME THINKING WE
USED WHEN WE
CREATED THEM."**

-ALBERT EINSTEIN

Vendisys®

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ABOUT



Vertical Communications (NASDAQ: ASFT) is the market leader in converged voice communication solutions for retail. Its next-generation solutions are tailored to each store's unique environment, saving money, reducing IT footprint, improving business processes and driving measurable and immediate ROI.

CLIENT STORY

To read more about Vertical click [here](#).

THE CHALLENGE

In a complex, multi-touch sale like converged voice communications, prospecting requires a great deal of time and effort. Vertical's marketing team worked to fill the pipeline through email marketing and trade shows, while sales would make cold calls and upsell existing accounts. Due to an increasingly large base, the inside sales team spent most of its time managing customers.

Vertical soon realized that it had to focus its sales people on what they did best: closing deals and growing accounts. The company needed a solution that could cast a wide net across its target audiences, identify opportunities and get its sales and marketing people in front of more decision makers.

THE STRATEGY

WHAT WE DID

Vertical engaged Vendisys and its automated, referral-based system to address its lead generation challenges. As Vertical had an extremely precise target market, list development needed to be surgical. And because its solution is disruptive, the message needed to reach and resonate with the right senior-level executives.

Vendisys' ability to craft targeted lists of key people and concise messages for maximum impact was critical.

Within days, Vendisys alleviated the burden of manual list building and follow up so Vertical's sales team could schedule meetings with qualified prospects, pitch and demo their solution and secure more new business faster than ever before.

MEET EMY

EMY, our cloud-based, AI-driven email prospecting assistant, spends her days (and nights too — this girl never sleeps!) identifying, engaging and converting the right decision-makers for our client's specific line of business into PALs[®] and delivers them to your inbox or CRM.

POWERFUL ACTIONABLE LEADS (PALS)

PALs[®] are powerful because they're influential decision-makers, and actionable because they come to you ready to take the next step. EMY works hard at filling our clients' sales funnel with a steady stream of PALs[®]



THE RESULTS

Vertical has been working with Vendisys since 2011 to optimize lead generation efforts. To date, the partnership has achieved incredible success, including a 275 – 400% boost in active pipeline opportunities, a 60% reduction in sales cycle length and a 20X increase in ROI, including a \$250K deal out of one campaign.



SUPERCHARGED GROWTH, POWERED BY AI

RESULTS BY THE NUMBERS

60%

SHORTER SALES CYCLE

275% - 400%

PIPELINE INCREASE

20X

INCREASE IN ROI
IN 10 WEEKS

WHAT OUR CLIENT SAYS...



KEVIN MCSWEENEY

VP RETAIL/LARGE ENTERPRISE,
VERTICAL

“Vendisys helped us find the holy grail of opportunities—an in-store pilot of our solution with a fast-growing grocery chain—and do so quickly, radically reducing our sales cycle by over 60% in the process.”

WILL YOU BE OUR NEXT CASE STUDY?

Schedule Your Demo Today!

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CALL US

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