

# Vidyard Gains Efficiency with ConnectLeader

## The Customer



Vidyard, a cloud-based video platform for customer-facing professionals, helps revenue and service teams personally communicate with customers and prospects. Vidyard offers video solutions for marketers to know who's watching their content, sales reps to communicate directly and authentically with customers through one-to-one videos, and support teams to respond with video to support tickets.

## The Challenge

The Vidyard Business Development team was not able to achieve the lead volumes required to quickly grow their business. The year before, Vidyard optimized their sales processes around converting net-new cold leads through to opportunities; however, Vidyard's Business Development Reps (BDRs) were only able to reach out to eight net-new people a day. This roadblock caused a lead volume delay, hindering the company's growth.

Vidyard was having success with SalesLoft for sales automation, but it wasn't helping them reach out to marketers resulting in a sub-par business development ROI.

"We were spending an hour and a half to two hours a day making phone calls targeting marketers," said Dan Wardle, Head of Emerging Business and Business Development at Vidyard. "They don't pick up their phone, so we were leaving a lot of voicemails and it was inefficient. So, we were looking for a way to get back to all those leads we didn't connect with over the past months plus get through our call activities each day, which took a lot of time."

Thus, the firm had an inefficiency at the top of their funnel which made it difficult to gain the attention of a critical persona: marketing executives.

## Solutions Used

Vidyard had previously deployed SalesLoft and continued to do so in conjunction with ConnectLeader Team Dialer. The initial goal was to recover dormant leads that went to voicemail and reengage them within their cadences. The ConnectLeader platform was deployed for both initial contact outreach (cold calling) and recovering dormant contacts.

### Solutions Used

- Click Dialer
- Personal Dialer
- Team Dialer

### Benefits

- 50% increase in sales outreach productivity
- Increase in net new daily leads from 8 to 20

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The ConnectLeader Customer Service Manager worked with Vidyard to understand their Business Development process and align ConnectLeader with Vidyard's outbound processes. There was no need to change business development workflows. Furthermore, ConnectLeader managed lead prioritization allowing BDRs to log in and immediately begin calling their best prospects.

Vidyard is a "huge Salesforce shop." Reps often have a dozen different tabs open while managing their activities within Salesforce. ConnectLeader is delivered as a tab within Salesforce so sales reps never need to leave SFDC. ConnectLeader pulls the targeted call list and logs each call along with call sentiment and disposition.

"If it's a wrong number, ConnectLeader automatically tells Salesforce to flag that as a wrong number and updates our system. It's just all completely integrated so the reps aren't having to do that manual work. It was one of the main reasons that we were excited to start with ConnectLeader," said Wardle.

As is often the case with best practice BDR teams, multi-channel cadences are employed to gain prospect attention. A typical Vidyard BDR cadence begins with an email containing a Vidyard embedded personalized video. A day later, the BDR places an outbound call through ConnectLeader. Day three typically involves a social action such as commenting or liking a post on social media.

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***"We've gone from an average of around 120 total people I'm reaching out to at any given time to 200, so even more than a 50% increase and it's directly attributed to ConnectLeader."***

*Dan Wardle, Head of Emerging Business and Business Development,  
Vidyard*

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## Benefits

While the initial objective was on engaging dormant contacts, Vidyard BDRs benefited immediately as the new contact rate leapt from between eight and ten contacts per day to between fifteen and twenty net-new leads. Cold outreach productivity jumped greater than fifty percent.

ConnectLeader integrations with SalesLoft and Salesforce ensure simple workflows and on-demand insights. "Our reps jump into ConnectLeader today and call by stage and do a quick read of the screen when the call connects," said Wardle.

On demand intelligence provides context to BDRs, ensuring the conversation and messaging is stage and account specific. For example, they know "this person has only seen my first email, so they probably have no idea what Vidyard is, I better start with why Vidyard is for them."

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## Salesforce Sync

ConnectLeader also manages Salesforce activity syncing. Calls and emails are automatically logged to Salesforce, ensuring that full activity histories and dispositions are captured without slowing down the BDRs.

“It’s been great having it all connected into our existing systems,” said Wardle. “They don’t have to learn new things constantly.”

## Metrics

Automatically capturing incorrect number data and conversion rates assists with evaluating data vendors. Likewise, ConnectLeader’s reports helps managers monitor calls placed, hours dedicated to outbound calling, and BDR conversion ratios.

“We’re seeing well over 50% improvement from our efficiency — the ability for a rep to reach out to 200 people instead of 100 people — just bumping up their attainment by a huge margin,” said Wardle. “They probably don’t want to hear this, but we’re likely going to have to up their quotas now because the ConnectLeader process just makes it way more efficient for them to create opportunities.”

## About ConnectLeader

ConnectLeader provides a multi-channel Sales Engagement Platform integrated with your CRM that delivers tools for all types of sales roles to increase their top line revenue and productivity up to 800%. We provide sales, lead generation, and marketing teams powerful tools to identify their best prospects, obtain accurate contact data, sequence the follow ups, and enable accelerated communication.

One size does not fit all! Successful lead generation programs require different sales engagement tools for different sales roles — ConnectLeader provides all of them. Connectleader’s sales engagement platform includes customizable sales cadence software, sales dialers, and predictive intelligence, so you can simplify your sales tools and save time. Now, sales managers can create optimized sales processes that take leads all the way through the sales pipeline. Avoid leads falling through cracks. Monitor every interaction with leads no matter the channel, deliver detailed reports on sales performance, and continually improve processes based on real insights.

Our patented cloud-based technology is built on the Adaptilytics® predictive intelligence engine, which identifies and prioritizes prospect lists ensuring you contact your best sales leads first. To learn more about Connect Leader’s innovations for B2B sales optimization, visit <http://www.connectleader.com>.