

# ENHANCE LEAD GENERATION WITH MOITELE



## SUMMARY

**Plobal Apps** is a leading e-commerce app development company that aims to build applications from scratch for client's shopify stores. Plobal Apps creates easy, instant and affordable mobile applications for businesses.

The sales team at **Plobal Apps** realized they needed a VoIP provider that offered tools to connect with their customers better.



## CHALLENGE

**Plobal Apps** needed a better alternative emails to generate and nurture leads. The sales team needed a new and innovative way to connect with their customers because they felt they weren't connected with their clients as they hoped.

Plobal Apps required a VoIP provider that addressed the following challenges:

- Plobal Apps sales team required a versatile VoIP provider that offered flexible services ranging from voice calls to lead nurturing tools.
- Wean off primary reliance on emails for lead generation because with emails, the team's leads went cold
- Plobal Apps required on-call support with a VoIP provider that valued quality customer care
- Lack of direct contact required to establish a strong professional connection



*“If I have a prospect’s number I can call the customer and have a conversation. Voice call facilitates personal and emotional connection. Thanks to Moitele, we could connect with customers instantly.”*

**Yuvraj Kewate**

Associate Director of Sales, Plobal Apps



## SOLUTION

Moitele offered **Plobal Apps** flexible tools to address their main challenge: connecting with customers and adopting a hands-on approach. Moitele addressed their key challenges with the following solutions.

### HD VOICE CALLING

Moitele offered HD voice calling with call recordings to map **agents' efficiency**

### OMNICHANNEL SUPPORT

Moitele offered omnichannel support and strapped on their boots to offer Plobal Apps timely support

### SOFTPHONES

Moitele softphones allowed the sales team to reach global prospects and reduce lead nurturing time by 10%






### LEAD GENERATION

Moitele's softphones and ability to make premium quality calls over the internet mitigated the need to solely rely on emails for lead generation



## IMPROVEMENTS WITH MOITELE

Moitele's proactive approach in small things made a big impression on Plobal Apps. Moitele's ability to deliver on time was a main factor that helped Plobal Apps choose Moitele as their VoIP provider.

-  Plobal Apps were able to expand their marketing efforts globally
-  Sales conversion improved by 15%
-  Lead nurturing time was reduced by 10%
-  Sales team training reduced by 3 days for each employee
-  Team productivity improved by 25%

