

BISCOM

Innovative Web 2.0 appointment invitation solution triples qualified leads

“Embracing Web 2.0 technologies is a key initiative within our company. TimeDriver has emerged as a leading Web-based technology for Biscom and has become indispensable for our sales personnel. Customers are scheduling time with us, and it has tripled the number of qualified sales appointments.”

*Dick Orlando
EVP Sales and Marketing
Biscom*

Traditional lead generation techniques missed the mark

Biscom is one of the original developers of computer-based fax, and continues to deliver innovative solutions that solve business problems. However, when it came to generating leads for Biscom’s sales teams, their process was missing the mark. “Our goal is to secure appointments and deliver demos to potential customers to generate sales. Our sales reps were obtaining

appointments through traditional cold-calling and standard e-mail marketing campaigns that required prospects to call us if they were interested,” recalls Dick Orlando, EVP of Sales and Marketing, Biscom. “These techniques delivered only 75-100 unqualified sales appointments per month and upwards of 40% no shows. We had to do something to eliminate our open calendars.”

TimeDriver increases sales appointments by 20%

Orlando discovered TimeDriver, an appointment invitation system that is simple to use and affordable. By embedding a “Schedule Now” button in a rep’s outgoing emails, prospects access the sales person’s Outlook calendar and schedule time for a demo. “TimeDriver moves the ball into the prospect’s court and allows them to schedule a convenient time to meet with a rep,” continues Orlando. “We no longer spend time contacting unqualified prospects, and three times as many *qualified* prospects are contacting us to learn about our solutions.

“TimeDriver has transformed our lead generation process. We no longer use cold-calling, we save at least ten minutes per appointment that was previously spent trying to connect with a prospect and missed appointments have dropped 75%,” observes Orlando. “Also, since

appointments are now scheduled by the prospects, qualified leads, product demonstrations and revenue have all increased. In one division, our weekly sales appointments increased 20% after using TimeDriver for less than 30 days!

“TimeDriver also seamlessly integrates with our CRM system, Salesforce. Sales reps have the ability to offer appointments to Leads and Contacts directly from within Salesforce, thus saving the reps time and allowing them to make more sales calls every day.

“Yes, TimeDriver saves us time, but more importantly it prequalifies and engages customers. TimeDriver has emerged as an innovative Web 2.0 tool that is embraced across our entire organization,” concludes Orlando.



About Biscom

One of the original developers of computer-based fax, Biscom continues to deliver innovative solutions that solve business problems. Unlike other fax vendors that have become divisions of much larger corporations with diffuse product lines, Biscom has kept its focus on helping customers realize the many benefits of fax, fax processing workflows and secure document flow. Biscom’s solutions are known throughout the industry for their reliability and ability to increase productivity and decrease cost.

- Who?** Dick Orlando, EVP Sales and Marketing, Biscom
- How?** “Schedule Now” link in email
- Calendar?** Syncs with Outlook
- Benefits?**
 - Eliminated cold-calling
 - Delivered 3x the number of qualified leads
 - Decreased missed appointments by 75%
 - Saved ten minutes per appointment
 - Integrated seamlessly with Salesforce CRM



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