

## How ringDNA helped a billion dollar medical device company support global scale, boost sales productivity, and streamline inbound patient demand.

This medical device company has been a ringDNA customer for 5 years. Their sales team uses ringDNA's Intelligent Dialer to increase outbound velocity, Global Local Presence to localize their selling across the world, and Conversation AI to identify coaching opportunities, ramp reps faster, and maintain quality assurance across their inbound teams.



**3X** increase in ringDNA users, employees, and market cap since using ringDNA

### Business Challenges

- **Wasted Selling Time:** Reps were spending over 30% of time manually inputting activity data into Salesforce and subsequently calling outside of optimal call windows.
- **Bad Data Quality & Non-Compliance:** Manual processes resulted in reps not adhering to the sales process and bad data quality.
- **Fragmented Systems:** Multiple disparate systems required reps to login multiple times, often resulting in frustration. Without key productivity tools they saw low connect rates and callback rates.
- **No View Into Team Performance:** Without in-depth call analytics like connect rates and callback rates, managers struggled to get a complete view of how the team was going.

### Solution

- **Increased Productivity:** Automatic data capture made reps more efficient and boosted connect rates to existing and new patients for consultation and sales.
- **Data They Can Trust:** 100% of sales communications and contact activities automatically logged in Salesforce for standardized metrics and reliable reporting.
- **Complete View of the Sales & Customer Experience:** Monitored all calls in real-time for immediate coaching and delivered AI-enabled conversation analytics to scale effectiveness at every customer touchpoint.

“We’re able to be more efficient with our time and create more touchpoints with our customers. Being able to **see the whole picture and boost efficiency across the board** is where ringDNA really helps us reach more patients and improve their overall health.”

### Inside Sales Supervisor

#### What's Next

- ConversationAI:** The Company has started to use ringDNA’s ConversationAI technology to identify calls where coaching is needed most, and to listen in to these calls on a daily basis. The analytics enable them to find the right mix between quantity and quality of calls. Transcriptions further allow them to highlight and grab key phrases and create coaching forms.
- ConversationAI Mobile App:** They are also excited to try out ringDNA’s new ConversationAI Mobile App in order to help managers listen in on new rep calls from anywhere at any time and get new reps ramped even faster.
- ringDNA Sequence:** They have gotten started with ringDNA Sequence to help streamline call flows, build out their own filters, and empower reps to set up their day effortlessly. More seasoned reps can manage their day the way they want based on where they are at in the month (e.g. new leads versus follow ups and pull throughs).

ringDNA is a complete sales experience platform

