

# The #1 Sales and Contact Center Solution for Salesforce Customers



Transform your team into a revenue-driving engine with an award-winning communications platform and AI-powered guidance, insight and tools directly within Salesforce.

TRUSTED BY THE WORLD'S TOP ENTERPRISE SALES TEAMS USING SALESFORCE



## Why Salesforce customers choose ringDNA

"ringDNA is simply the best inside sales solution for Salesforce."

"Salesforce doesn't have anything that is nearly as fluid or complete as what ringDNA has to offer."



**Sean Whitely**

Founder  
Qualified



**Dana Clark**

Director, Sales Process & Capabilities  
Nutanix



### Designed for Salesforce

Purpose-built on the Force.com platform.



### Appexchange Approved

Salesforce Appexchange Security Review Certified.



### Compliant & Secure Solutions

ringDNA is SOC II certified and built for GDPR and CCPA compliance.



### Single Sign-On with Salesforce

Reps login to ringDNA using the same credentials they use to login to Salesforce.



# Award-Winning Communications and AI-Powered Guidance for Sellers, Managers and Revenue Leaders



## We Wrote the Book on Salesforce Integrations

Our engineering team is led by Jason Ouellette, author of the popular developer reference, *Developing on the Force.com Platform*, now in its 3rd edition.

## Accelerate Value From Your Current CRM Investment

A CRM is one of the most important and expensive purchases that companies make. By augmenting Salesforce with ringDNA, you can increase team adoption and maximize the ROI of your company's Salesforce investment.

## Solutions to Keep Your Team Focused

Unlike solutions that force reps to work outside Salesforce, ringDNA keeps reps' time and focus right where it needs to be. They won't have to learn a complex new platform or worry about managing data in multiple locations.

## Designed To Create a Single Source of Truth

Never worry about copying data to another system, or maintaining two databases. ringDNA uses Salesforce as the central data source, so you can uncover the metrics that really matter while maintaining all of your data in a single source of truth.

### FEATURES

Exclusively built for Salesforce



Optimized API Efficiency



Built in Visual Force



Dozens of turnkey Salesforce Dashboards & Reports



Real-time, two-way syncing between Salesforce and ringDNA



Custom managed Appexchange packages



Never slows Salesforce down



Customer data stays in Salesforce



Appexchange & SOC II security certified



# Creating Custom Insights with ringDNA Data



In addition to the multitude of turnkey insights generated by ringDNA, partners may use ringDNA data fields within Salesforce to create custom insights on the fly within Salesforce.

SALESFORCE FIELD NAME	LEAD & CONTACT OBJECTS	CAMPAIGN OBJECT	ACCOUNT & OPPORTUNITY OBJECTS
Call Attempts	✓	✓	✓
Days Since Last Attempt (Call or Email)	✓	✓	✓
Email Attempts	✓	✓	✓
First Inbound Call	✓	✓	✓
Last Email Attempt	✓	✓	✓
Last Inbound Call	✓	✓	✓
Last Outbound Call	✓	✓	✓
Response Type	✓	✓	✓
ringDNA Context	✓	✓	✓
Time Since Last Call Attempt (Days)	✓		✓
Time Since Last Call Attempt (Minutes)	✓		✓
Time Since Last Email Attempt (Days)	✓		✓
Time Since Last Email Attempt (Minutes)	✓		✓
Time to First Dial (Minutes)	✓		✓
Time to First Response (Minutes)	✓	✓	✓

# Turnkey ringDNA Insights Naturally Integrated with Salesforce



ringDNA delivers real-time performance insights that scale revenue growth and elevate your entire team. In addition to our numerous conversation intelligence and contextual insights, ringDNA also features dozens of reports that live right in Salesforce.

In addition to the virtually endless list of custom reports possible with ringDNA, the following reports, and many more, come standard.

## Account Based Selling & Outbound Sales Activities

<p>Which accounts are receiving the most attention by my sales team?</p>	<ul style="list-style-type: none"> <li>• Activity volume by account</li> <li>• Accounts with recent calls</li> <li>• Account calls by disposition outcome</li> <li>• Account conversations by rep</li> </ul>
<p>How effective are my team's outbound calls in general?</p>	<ul style="list-style-type: none"> <li>• Team stats report</li> <li>• Rep outbound call efficiency report</li> <li>• Call outcomes</li> <li>• Callbacks by rep/day by action</li> </ul>
<p>How busy is my team with actual selling activities?</p>	<ul style="list-style-type: none"> <li>• Team talk time</li> <li>• Calls by hour and connection rate</li> <li>• Call duration by day, sequence or rep</li> <li>• Actions by sequence</li> <li>• Actions by rep</li> <li>• Actions by sequence by day</li> <li>• Email activity</li> <li>• Call SLA compliance</li> <li>• Email SLA metrics</li> <li>• Sequence actions due by rep</li> <li>• Team email volume</li> <li>• Email volume by rep</li> <li>• Email volume by team and day</li> <li>• Upcoming actions</li> <li>• Upcoming actions by rep</li> <li>• Action due today</li> <li>• Overdue actions</li> </ul>
<p>How effective are my outbound sales activities?</p>	<ul style="list-style-type: none"> <li>• Conversion rate by sequence</li> <li>• Conversion by rep by sequence</li> <li>• Active opportunity by sequence type</li> <li>• Answer rate for local presence</li> <li>• Calls to connect ratio</li> <li>• Calls with notes</li> </ul>

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## Conversation Performance

Are reps following conversational etiquette best practices?

- Overtalk percentage by date
- Longest talk streak by date
- Silence percentage by date
- Talking vs listening
- Interruptions
- Customer monologues
- Agent monologues

How effective are reps during conversations?

- Call dispositions by rep
- Average call duration by rep
- Average call rating
- Call report by direction by rep
- Talk time by rep
- Calls to opportunity ratio
- Calls to win ratio
- Calls to win leaderboard
- Average call rating

## Performance on Active Opportunities

What sales efforts are directed at open opportunities, and how effective are they?

- Team calls on opportunities
- Rep calls on opportunities
- Revenue activity by open opportunities
- Revenue calls by day and direction
- Revenue calls by day and disposition
- Revenue calls by time of day
- Revenue talk time by opportunity
- Revenue calls by opportunity stage
- Revenue activity by owner
- Revenue call average duration by rep

What factors influence the outcome of opportunity-related activities?

- Revenue activity by date and outcome
- Revenue call connect rates by day
- Lost revenue calls by duration by rep
- Lost revenue calls by disposition
- Revenue activity by outcome
- Revenue call dispositions by outcome
- Won revenue by activity distribution
- Won revenue calls by disposition

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## Customer Support Performance

How much support volume is my team experiencing, and how efficient are we at handling it?

- Call volume by rep
- Support talktime to close a case
- Support activity by type
- Support calls by time of day
- Support calls by day by rep
- Support call connection rates by rep
- Support call connection rates by date
- Support abandoned calls by queue
- Support calls by date and type

## Inbound Performance and Lead Follow-Up

How effective is my team at answering inbound calls?

- Inbound call connection rate
- Call queue average duration
- Average queue hold time
- Average call hold time per day
- Abandoned calls per day by queue
- Average abandoned call hold time

How effective are our inbound calls at driving pipeline and revenue?

- Opportunities from inbound calls
- Closed won from inbound calls

How quickly does my team respond to leads, and which reps are the most effective?

- Time to first response
- Time to respond by rep
- Time to respond by campaign
- Conversion rate by response time
- Opportunities by lead response time
- Won opportunities by response time

How many inbound calls are my marketing investments driving by channel (AdWords, LinkedIn, Yelp, etc)?

- Inbound call tracking
- Calls by keyword
- Opportunities generated by calls/keywords
- Won opportunities from generated calls/keywords
- Margins & costs by channel

How much time does my team spend talking with leads?

- Lead calls by date
- Lead talktime conversion rates
- Lead calls by disposition
- Lead qualification calls by time of day
- Lead talktime by source
- Lead qualification calls by status
- Lead activity by rep
- Lead talktime by rep

How effective are my team's voicemails?

- Voicemail drop usage
- Voicemail drop callbacks