

How Dialpad Creates Predictable Pipeline Using Calendar 1st™

KRONOLOGIC

Accept

Decline



Presenters



Jason Yang
COO



Scott Logan
VP of Marketing



What's Dialpad?

- Dialpad is a business communications platform, providing everything from conferencing to contact center and it's all in the cloud.
- One platform w/ phone, video, and messaging and we layer real time artificial intelligence across all of that.
- \$100M+ ARR global business
- Work-from-anywhere, distributed employee base





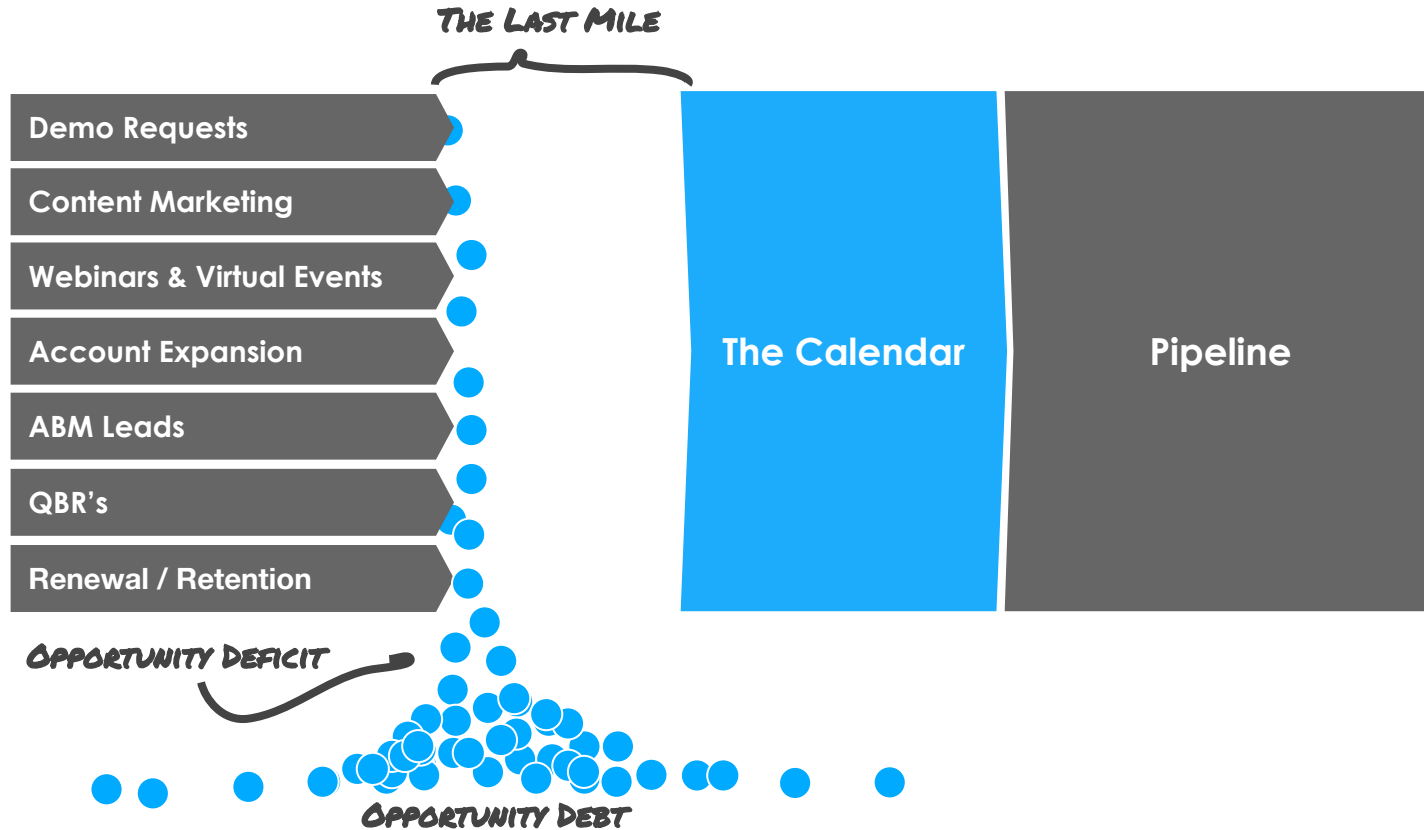
The Last Mile Problem

/Last Mile Prob · lem/

Noun

1. The wasted investment and lost opportunity due to the failure of most leads to convert to sales appointments.

The Last Mile Problem





Sales Cadence



Are we really providing a good **Buying Experience?**

Do **YOU** look forward to this interaction as **buyer** or **seller/account manager?**



Calendar 1st™

/Calendar 1st™ / Calendar First™/

Noun

1. The automated sending of calendar meeting invites at scale, using AI-based time negotiation, to book revenue focused meetings with no human intervention.

AI Books the Meeting - No Human Intervention



Webinars



Contact Sales



Account Expansion



Prospecting Leads



Content Marketing



Partner Leads

CRM SYSTEM

Lead Routing

K1 ONOLOGIC

Custom Messaging

	Mon	Tue	Wed
8 AM	Coffee & Prep for Day	Coffee & Prep for Day	Coffee & Prep for Day
9 AM	Work on Project		
10 AM			Work on Project
11 AM			
12 PM			
1 PM	Lunch	Lunch	Lunch
2 PM	Online Training		
3 PM		Meeting with Susan	Online Training
4 PM			
5 PM	Work on Project	Submit POs	
6 PM	Weight Training	Yoga	Running

Marketing

Business Challenges

- Demand Gen needed a way for direct lead follow-up without dependencies on SDR support
- Inefficient to train teams, build new Outreach sequences, for one-off campaigns

Calendar 1st™ Business Impact

- Allows marketing team to have direct ownership for follow-up on select marketing driven “warm” but not “hot” leads, such as webinars.
- Much more scalable => effectively a robot BDR



Use case: Following up on marketing webinar leads

Webinar Follow Up for Sonia - Monday



Andrew Gai

to me

Fri, Mar 5, 9:23 AM



User Intervened: (slucyga@dialpad.co...

[View on Google Calendar](#)

When Mon Mar 22, 2021 1pm – 1:30pm (PDT)

Who andrew.gai@dialpad.com*

Agenda

Mon Mar 22, 2021

No earlier events

11:30am Sonia / Nolan - Marketo Walk Through

12pm [CS leadership sync \(With Agenda\)](#)

2pm [Email/Comms Calendar Review](#)

2pm [Install Base Data Sync](#)

4pm [Brickhouse Fitness Virtual Boot Camp](#)

Hi Sonia,

Thank you for registering for our partner webinar with CCW. I'd love to get your feedback on the content or summarize the webinar if you didn't have the chance to attend.

I would also like to provide an introductory assessment of how Dialpad's Contact Center solution can help you put an end to those classic contact center mistakes Dialpad might be struggling with.

Do you have time on Monday to discuss?

Best,

Andrew Gai

- Dialpad

Sales

Business Challenges

- Driving more leads from the same investment
- Responding faster / fastest in high volume scenarios
- Responding at the right time in strategic scenarios (ex: high value trials)
- Reducing lag from sales cadence lists (aka the ## touch process)

Calendar 1st™ Business Impact

- Marketing delivers accepted meetings, not lead lists with to-do lists
- Hundreds of incremental meetings booked across multiple use cases
- Achieved meeting acceptance rate of 8%, far exceeding even the previous “reply” rate of 7%
- Sales team has confidence in the tool, because meetings have come from nowhere and account have shown renewed interest.



Use case: Helping prospects through the free trial


Need help getting started with Dialpad?

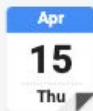
 Inbox x



Andrew Gai

to me ▾

 12:20 PM (24 minutes ago)



Sonia + Dialpad

[View on Google Calendar](#)

When Thu Apr 15, 2021 2:15pm – 2:30pm (PDT)

Who andrew.gai@dialpad*

Yes

Maybe

No

More options

Agenda

Thu Apr 15, 2021

12pm [DialOut Meeting!](#)

2:15pm **Sonia + Dialpad**

No later events

Hi Sonia,

Hoping to schedule some time to answer any questions you have about getting up and running on a Dialpad trial. We can even walk through it together if that is easier!

Let me know if the proposed time on next Thursday works, if not feel free to propose a time that works for you.

Look forward to connecting.

Best,
Andrew

 invite.ics [Download](#)

Breakdown by Use Cases

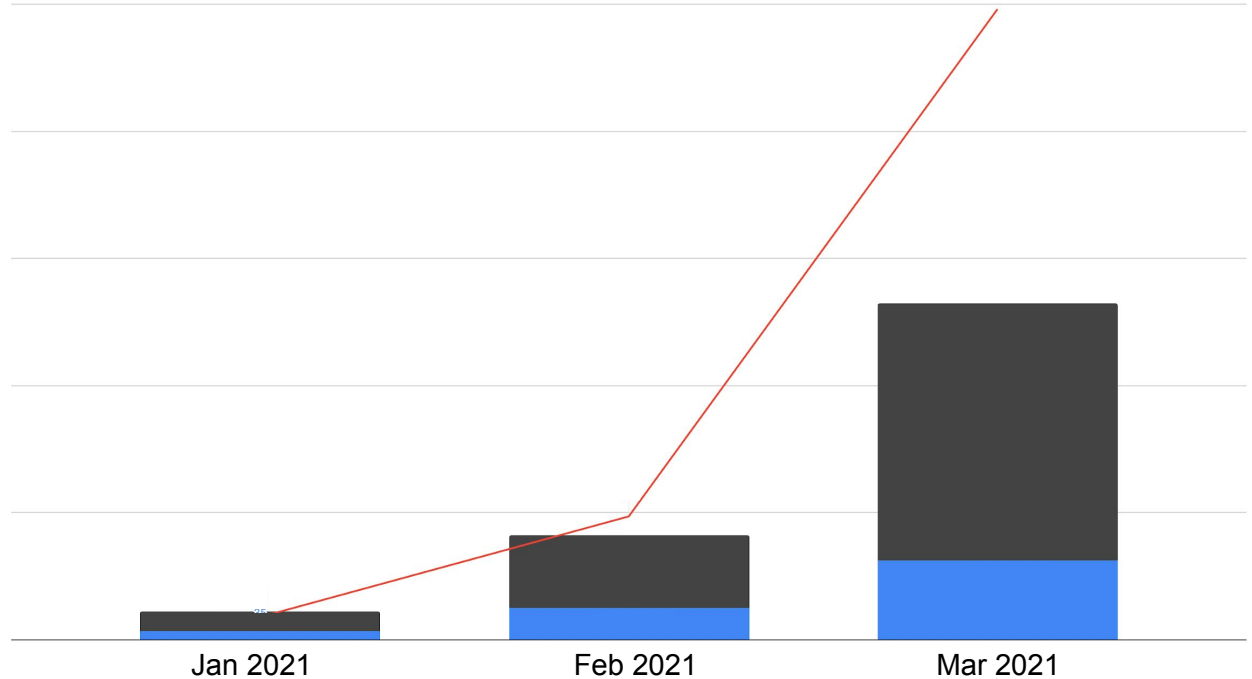


Campaigns	Attempts Completed	Accept Rate (%)	Engagement Rate (%)	# of Meetings
Webinar	x	13.75%	56.25%	x
SMB Trial	x	23.21%	62.5%	x
SMB Demo/Contact	x	40.90%	75%	x
VSB Trial Partial Sign Up	x	7.14%	31.13%	x
Onboarding	x	29.88%	65.62%	x
CPL Winback	x	5.10%	42.86%	x
TOTAL	x	15%	44%	x

Lead/Account Engagement Rates Skyrocket



Red Line = Leads Black Bar = Engagement Blue Bar = Accepted Meetings



MoM Growth in Accepted Meetings - More than Double

60% - 90% Overall Lead/Account Engagement

15% Overall Average Lead to Meeting Rate

Key Takeaways

The “last mile” opportunity is the culmination of all prior investment in people, technology, data, and process.

It boils down to making a conversation happen and making sure that conversation is timely, targeted, and of high value.

Automation can reliably create those conversations at scale.

Thank you

Q&A

For a Kronologic Demo Contact:

kronologic.ai/forrester

