CASE STUDY
Recapify Speeds Up Sales Process, Allows Silvercar to Scale

SILVERCAR

> "We looked at other tools on the market as well as native Salesforce apps, but none of them were as easy to use as Recapify, and they didn't provide the same level of detail to solve our business process challenges. Other apps were just too time consuming."

CUYLER OWENS, SR. DIRECTOR OF MOBILITY, SILVERCAR

SILVERCAR

The Challenge

"A Missing Sales Tool Limited Their Ability to Execute"

Cuyler Owens, Senior Director of Mobility at Silvercar, was frustrated by the limitations of the team's existing sales tools, which were impeding the organization's ability to execute on their ideal strategies. The company uses Salesforce as its CRM, but updating it proved difficult with so many meetings taking place each day. Without entering all the information into the CRM, strategies, ideas and tactics were being forgotten, and confidence of the data was lost. Sales reps turned to email for updating the team, which caused communication challenges. "I found that I was telling the same stories repeatedly from each of my sales activities, and sending it to multiple people each time," says Owens.

The entire team believed in their sales processes, but they didn't have the right toolset to fully implement it. Scale is a huge part of the company's business strategy, and when the opportunity came up to evaluate a new sales tool that would allow them to reach their goals, Owens jumped on it.

Silvercar was founded in 2012

https://www.silvercar.com/

Using the industry leading technology that powers its best in class rental fleet, Silvercar has created solutions focused on Retail Automotive groups and OEMs as well as Corporate Shared Fleet clients.
http://www.Dealerware.com is a software and hardware solution focused on elevating the loaner fleet management experience for customers and automotive dealerships alike.
www.us.audisharedfleet.com is a way to share Audi vehicles for corporate employees, and contractors to have a new and powerful corporate provided mobility option.

Each of the company's sales reps faced similar points of frustration within their existing sales processes: 1) Valuable sales time was being lost because of cumbersome documentation efforts being required. 2) Communication issues arose because the organization lacked a method of controlling the terminology being used during updates. 3) Information was no longer readily available in Salesforce because updating became too difficult to complete with a limited amount of time and an increased number of daily meetings taking place.

Solution

While building a sales team to support rapidly expanding demand, it was important for Silvercar to have a mobile sales tool that could incorporate its entire sales process, be easy-to-use, and fully integrate with Salesforce.com.

Using Recapify at sales meetings, the company found it could easily use Snippets and Voice-to-Text (V2T) to capture complete meeting notes, action items, and next steps and highlight the key takeaways and objections. Field reps could also take pictures of key areas of the retail automotive locations that have unique parking and dealership configurations or snap photos of key whiteboard drawings detailed during a meeting. Because Recapify fully integrates with Salesforce.com, their CRM is easily updated after each meeting with a single click of a button. Meeting recaps are also automatically entered into the company's Chatter and Slack accounts, allowing product management to get instant feedback directly from the field, speeding up communication across the entire organization. All of this happens in under 2 minutes without requiring any extensive training.

Recapify also allows the Silvercar sales organization to create a template of common terms, stages and objections that can be used across all users. This feature solves its communication issues by providing Sales with a consistent terminology set that can be used from one customer to the next by each sales person.

"Adding the customized inputs took about an hour and distribution to the team was a simple 'cut and paste' activity once we completed the template." - Owens

Results

According to Owens, Recapify is an excellent sales tool that is customizable, scales extremely well in the enterprise, and most importantly, easy-to-use. Adoption at Silvercar has been exceptional and it has been incorporated into the company's best practices for engagement with clients.

In fact, with predictable interactions, common objections, and a well-defined sales process, the organization is now able to scale across customer opportunities and grow its personnel. Since adding Recapify into the mix, the company has seen a 7x increase in its pipeline growth with better engagement now that sales reps can follow up with more clients each day, and the administrative component of manual data entry has been significantly removed.

Silvercar can now add sales talent to the team as it becomes necessary, without any heavy training requirements. And with improved data and reporting, management and investors now have a better idea of where individual deals stand.

"We can do more with less and are able to very easily show the momentum in our business to executives and investors with very specific examples from our customers." - Owens

About Recapify

Recapify was founded by successful sales professionals with a simple mission in mind: build intelligent tools that make sales teams more effective. Our mobile collaboration app allows users to elegantly capture, share, save & measure high value meeting results in two minutes or less. This is what we do for salespeople and their managers.