

Salesland banks on Colt for its switch to VoIP

Customer name

Salesland

Business

Provider of Sales Services

Sector

Business Services

Challenge

Increase business growth and reduce expenditure on voice services by switching to VoIP

Products and services

Dedicated Colt SIP Trunking and IP Access

Salesland focuses on supporting businesses that want to outsource their sales services. Since 2000, it has been setting up, training, and managing commercial teams, as well as developing comprehensive sales projects, all to help customers meet their objectives and yield a profit on their investments. Ultimately, Salesland offers customers a global solution covering all aspects of direct and indirect marketing.

Salesland does this through various telemarketing divisions, on-site sales (in shops, through promotional stands, or by talking to passers-by on the streets), online sales (linking all other promotional activities) and branding (developing the brand and product image). If they want to, clients can even outsource their entire sales process to Salesland, from the campaign launch right through to the actual selling of the product.

Salesland's clients come from a wide range of industries, from finance to telecommunications, from technology to retail, and include numerous household names, such as Carrefour, Huawei, Microsoft, Bankinter, Carlsberg and Movistar. In 2017, Salesland achieved a turnover of 130 million euros and currently has operations in Spain, Portugal, Peru, Colombia,

Chile, Mexico and Guatemala. That's seven key markets supported by 10,000 employees that need to be split into well-organised and well-deployed teams, who require excellent technical support.

Colt has been working with Salesland since 2010. According to Abel Sánchez, Head of IT at Salesland, the solutions provided by Colt are used throughout the organisation. For example, their IP Access service provides reliable, high-speed internet access to the organisation's offices and its mobile sales staff.

"We have been growing steadily by 30 or 35% since 2010 and we intend to keep it that way. Each month, we continue to increase the capacity of our voice services and expand our customer base through direct marketing. In order to achieve our goals and maintain such high success levels, we needed a provider we could trust", Sánchez comments, highlighting the importance of these voice services for the company's future growth.

Switching to VoIP

In the last eight years, Salesland has expanded from one contact centre with 60 employees to 1200 telemarketing agents working in Madrid, Seville,

Barcelona, Bilbao and Porto. Such steep growth indicates just how important voice calls are in sales outsourcing, which is the principal reason behind the company's decision to switch to VoIP (Voice over IP).

Though Salesland has previously banked on traditional call services (also provided by Colt), it has now connected 10 of its primary coaxial cables to Colt's VoIP solution, SIP Trunking. The aim is to increase the flexibility and scalability of Salesland's operations. "This is a very new technology that offers us unlimited growth, as opposed to our old technology, which was restricted by the number of communication channels available. Once you reach the physical limit, growth is considerably slower because you have to start installing new circuitry, amongst other things", Sánchez explains.

In the past, launching a larger sales campaign required requesting more communication channels. For example, if Salesland wanted 30 such channels, Colt had to send engineers to install the necessary primary cable. Now, all Sánchez needs to do is send Colt an email, speeding up the process considerably and thus enabling Salesland to gain new business opportunities (or not to miss any).

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Abel Sánchez,
Head of IT, Salesland

Given that periods of growth are relatively unpredictable in the sales industry, having the right number of cables and channels for the right time has proved rather difficult, he says. Now, VoIP allows Salesland to scale its operations to meet demand as it happens.

Though the logistical advantages of Colt’s VoIP service have led to the biggest improvements in Salesland’s business, Sánchez also emphasises another significant benefit: financial. “This technology, running over the existing Colt network, has allowed us to reduce our costs by about 15%. We use millions of minutes every month, so these savings played a key part in our decision to use Colt over its competitors”. Minimising operational costs in this area is particularly important, he adds – though sales conversions are quite well-balanced across Salesland’s divisions, voice services represent around 60% of the actual sales volume. “It is definitely the medium that we use most frequently”.

Speaking in terms of the company’s relationship with Colt, Sánchez is particularly pleased with the personalised approach to each problem or request, as well as with the rapid response times. “As a business, we cannot afford lengthy installation or expansion times, or for incidents to affect our operations for a long period of time. Colt is a first-class provider, supporting us with high-quality services and a quick response to any problems we experience, though luckily this doesn’t happen often”.

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