

BLACC SPOT MEDIA 

Outdoor Adventures

Increasing Sales With Efficient Cloud Communications Solutions

Learn how we replaced Outdoor Adventures's existing Contact Center as a Service (CCaaS) with a custom-built solution.

CUSTOMER STORY



Industry

Recreational Facilities & Services

Communication Channels

Voice

Integrations

Salesforce & Amazon Web Service (AWS)



CHALLENGE

Outdoor Adventures needed a more cost-effective and modern outbound sales contact center solution that was reliable, easy-to-use, intelligent and integrated directly with Salesforce.

SOLUTION

Blacc Spot Media designed, built and deployed a customized outbound sales contact center solution for Outdoor Adventures that integrated directly with Salesforce allowing their agents to more efficiently assist customers from a single interface all while eliminating recurring licensing fees.

RESULTS

Outdoor Adventures reduced their contact center operating expenses by 47% with the elimination of the licensing fees incurred from their previous provider. Outdoor Adventures also increased agent efficiency by 25%, leading to an increase in sales.

Increasing Sales With Efficient Cloud Communications Solutions

Outdoor Adventures experienced significant growth which outpaced its previous contact center solution making it difficult for agents to efficiently complete their daily tasks because they were using three separate systems to assist customers. Additionally, Outdoor Adventures faced unique operational challenges based on their specific business processes and increasing operating expenses due to recurring licensing fees from their previous vendor.

Blacc Spot Media designed, built and deployed a custom outbound sales contact center solution that integrated directly with the Salesforce instance used by Outdoor Adventures. The solution also consolidated existing tools into one comprehensive platform which increased agent efficiency by 25%. As a result of the increased agent efficiency, Outdoor Adventures was able to increase sales revenue by over 9% without having to increase their workforce.

In addition, Outdoor Adventures eliminated recurring licensing fees from their previous provider allowing the company to experience a return on their initial investment within 13 months of deploying the new custom-built, outbound call center solution.



Blacc Spot Media, Inc.

Blacc Spot Media is an award-winning Cloud Communications consulting firm recognized as one of Inc. 5000's Fastest-Growing Private Companies in America.

We solve our client's toughest communications challenges by providing unparalleled services in strategy, consulting, technology, customer experience, and business operations. With expertise across all Cloud Communications channels, we deliver impactful results for our clients focused on building effective communication strategies.

Contact Us Today
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