

FLUENTSTREAM TECHNOLOGIES CASE STUDY



Background

Gabriel Sales is an outsourced sales and marketing company located in Boulder, CO. Founded in 1999, they have been helping their growing customer base launch their sales and marketing infrastructure by automating campaigns, targeting buyers, and converting leads into revenue. Using the latest technologies around sales and automated marketing, they have been growing rapidly and performing strongly over the recent years.

The Problem

Before bringing on FluentStream, Gabriel Sales' phone system was confusing and difficult to manage. Working with multiple providers simultaneously to attempt to suit their needs became increasingly challenging. Constantly maintaining their own server was time consuming and limiting in customizing their phone system.

The Solution

When Gabriel Sales learned that FluentStream offered everything they were looking for at an affordable price, they immediately hopped on board. Cloud-based call recording, advanced reporting, and an easy-to-use online portal that they could effortlessly self-maintain were some of the main features that they were in need of.

“Our daily FluentCloud use is super easy. Just crazy easy,” recalls Carol Springer, a frequent user of the phone system.



Call Recording

Gabriel Sales loves FluentStreams' cloud-based call recording to maintain transparency in their sales process.



Reporting

FluentCloud Call Detail Reports are great for helping Gabriel Sales track their teams performance.



Voicemail to Email

Email notifications for new voicemail messages ensure that there will never be a missed message.

The transition to the FluentStream phone system was a smooth one. The onboarding agent helped the Gabriel Sales team get their new phones and headsets, and showed them how to use the portal.

Having everything they needed in one simple, compact system made day-to-day tasks much easier. While they were previously paying for e-fax separately, they were happy to learn that it is fully included in their phone system.

The Experience

The FluentStream phone system is important in helping Gabriel Sales reach their goals. With members of their team being on the phone constantly, they absolutely cannot compromise quality or reliability.

“Our phone system is critical to our execution for our clients”, states Springer.

One of Gabriel Sales’ favorite things about working with FluentStream is the exceptional service. With 24/7 unlimited customer support from FluentStreams friendly, knowledgeable support team, the Gabriel Sales employees feel secure and confident when reaching out.

“You guys are amazing. There is always someone there to help me. I don’t have to worry about searching for a phone number or filling out a form. You are always right there to help and make us feel so welcomed. It’s awesome”, explains Springer.

Gabriel Sales loves the flexibility and easy customization of their FluentStream phone system. They utilize inbound routing options to ensure important calls are always answered. Having the ability to create custom phone numbers and voicemail boxes for specific clients helps them personalize their customer experiences and relationships. Recording all of their calls plays a major role in their transparency in their sales process.

“I feel like FluentStream really has our back.”

-Carol Springer

Summary

FluentStream Technologies is a fully hosted VoIP phone solution based in Denver, Colorado. Working across a variety of industries, FluentStream provides excellent quality, reliability, and a robust set of 100+ features. They offer unlimited 24/7 U.S. based support from a friendly, knowledgeable team with a guaranteed 99.99% service uptime. FluentStream has improved the communication and general workflow for businesses all over the world. The system can be fully operated by FluentStreams’ team, or they can provide you with the information and resources to self-maintain the system using the MyFluentCloud online

To learn more about Gabriel Sales, visit www.GabrielSales.com