

FLUENTSTREAM TECHNOLOGIES CASE STUDY

GS Gabriel Sales

 **FluentStream**



About Gabriel Sales

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 excelling in performance over the recent years. To learn more about Gabriel Sales, visit www.GabrielSales.com.

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,”
recalls Carol Springer, a frequent user of the phone system at Gabriel Sales.

Call Recording

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

Call Detail Reports

In-depth call reporting makes it easy for Gabriel Sales to track their teams performance.

Voicemail to Email

Instant email notifications for new voicemail messages helps them ensure that there are never any missed messages.

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 fax separately, they were happy to learn that it is fully included in their phone system.

“I feel like you guys really have our back.”

-Carol Springer

The Experience

With members of the Gabriel Sales team constantly on the phone, they absolutely cannot compromise quality or reliability. **“Our phone system is critical to our execution for clients”**, Springer states. 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 you make us feel so welcomed. It’s awesome,” recalls Springer.

Gabriel Sales loves the flexibility and easy customization of their FluentStream phone system. They utilize inbound routing options to ensure that important calls are always answered.

Having the ability to create custom phone numbers and voicemail boxes for specific clients allows them to personalize their customer experiences and relationships.

The Impact

Gabriel Sales experienced a **200%** return on investment by utilizing FluentStreams’ phone system. They have also been able to:

- **Cut their basic monthly phone service costs by 40%** per month over the past 6 years.
- Reduce their IT requirements by **10 hours** a month:
 - › They no longer needed to manage a server.
 - › FluentStream support goes above and beyond!
- Increase **client visibility** and **client retention**.
- **Reduce faxing fees by 100%**.

Background

FluentStream Technologies is a fully hosted VoIP phone solution based in Denver, CO. Working across a variety of industries, FluentStream provides excellent quality, reliability, and a robust set of 100+ features for businesses all over the world. Offering 24/7 U.S. based customer support from a friendly, knowledgeable team with a guaranteed 99.99% service uptime, FluentStream has become a driving force in the VoIP industry.