



# Koncert

## USB PAYMENT PROCESSING CUSTOMER SUCCESS STORY

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### Overview

#### Solutions Used:

- Koncert AI Parallel Dialing
- Caller ID Management
- Advanced Analytics

USB Payment Processing is a credit card processor primarily serving local businesses in Maryland. The company prides itself on offering a high-quality product that helps customers save money. Charlie Sotir, the Inside Sales Supervisor, manages the inside sales team responsible for generating interest and setting up appointments for the outside sales team.

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## Metrics:

USB Payment Processing faced significant challenges in reaching their target customers. In the business-to-business space, maintaining an abandoned call rate below 3% is crucial, but their previous solutions made this difficult. Key issues included:

- Calls showing up as spam, telemarketing, or scam likely on caller IDs.
- A low connection rate of about 6% with their previous dialer solution. .

## Solutions Used:

To address these challenges, USB Payment Processing switched to Koncert as their dialer and integrated it with HubSpot for CRM support. Key features of Koncert that benefited the company included:

- AI parallel dialer that avoids spam or telemarketing labels.
- A low connection rate of about 6% with their previous dialer solution.

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*“The biggest way that Koncert has impacted our company’s success is the massive increase in connection rate. With our previous solution, we were connecting to real people about 6% of the time. With Koncert, it’s right around 20%, so literally three times higher than our previous solution.”*

*“My favorite feature of Koncert is the AI parallel dialer. It not showing up as spam or telemarketing, and that’s really important as well.”*

*“I would absolutely suggest it to any other company that’s considering a change.”*

*Charlie Sotir, Inside Sales Supervisor at USB Payment Processing*

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## Benefits:

The switch to Koncert brought several benefits:

- **Increased Connection Rate:** Connection rates tripled from 6% to around 20%.
- **Improved Sales Process:** More opportunities at the beginning of the sales process allowed for growth in both the inside and outside sales teams, as well as the backend team.

## Metrics:

- **Calls Made:** Approximately 45,000 calls per month.
- **Connections:** Around 3,500 connections per month.
- **Appointments Generated:** About 190 appointments per month.
- **Connection Rate:** Increased from 6% to 20%.

## About Koncert:

Koncert is the leading B2B sales engagement platform, with over 12 years of innovation in dialer technology. Koncert provides four dialer options aligned to different sales workflows: Multi-line AI Parallel Dialer, Single-line AI Flow Dialer, Agent-Assisted Dialer, and a Click-to-Call Dialer seamlessly integrating into leading CRMs. Koncert also offers the unique automated caller id management with automated local presence feature. The Remote Salesfloor brings the traditional salesfloor experience into a virtual environment where teams can collaborate, coach, and engage like never before. The platform includes a wide variety of reports and dashboards plus customization options so managers and sales reps can have complete, actionable analytics at their fingertips. Koncert dialers help sales teams skyrocket conversations for more pipeline while optimizing productivity.