



CUSTOMER SUCCESS STORY

This Sales Call Center increased Script Compliance by 10x. Here's how.

AT A GLANCE



+10x
Increase in sales script compliance

+45%
Increase in close ratio



OVERVIEW

 **LOCATION**
Miami, Florida

 **COMPANY SIZE**
1,000

 **SALES TEAM SIZE**
200

 **FOUNDED**
2012

 **WEBSITE**
hear.com

 **INDUSTRY**
Hearing aids

THE COMPANY

HEAR.COM IS A GLOBAL LEADER IN THE HEARING AID INDUSTRY.

It provides expert advice to thousands of customers around the world. After a phone consultation with hear.com, Partner Providers test customers in person. Then they fit them with an effective and affordable hearing aid.

Veit Albert is VP Sales at hear.com. He initially led the sales team in Germany, then he moved overseas to open the company's first office in the United States. That office now has 200 employees and Veit leads the US sales team from Miami, Florida.



THE CHALLENGE

Once the American sales team was up and running, Veit took some well-deserved time off. When he returned six weeks later, the sales numbers had dipped. He needed to know why. Veit turned to Gong and got an answer:

While Veit was away, the sales team had stopped using the “Why Hear.com?” script on competitive calls that he had previously developed. Gong’s analysis revealed that sales consultants were hardly using the script at all in those situations.



“Our consultants had slowly drifted away from using our tried-and-true sales script. The entire sales team only used it 80 times per week out of thousands of relevant calls. This made our close ratio drop.”

Veit Albert
VP Sales, hear.com

The script answers specific questions such as, “Why hear.com instead of the competition?” It’s a critical piece of their messaging. While Veit was away for six weeks, consultants had slowly drifted back into old habits.

Veit and the leadership team launched a call quality training program to turn things around. Reinstating the “Why hear.com” script was a key component of the plan, as was tapping into the marketing team for support. With Gong’s help, the sales team also reinforced ongoing call quality training for its sales consultants.



THE RESULTS

WITH GONG IN PLACE TO HELP DRIVE SCRIPT COMPLIANCE, THE HEAR.COM SALES TEAM SAW SOME AMAZING RESULTS IN A SHORT PERIOD OF TIME.

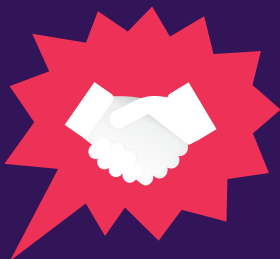


+10x
INCREASE IN SCRIPT
COMPLIANCE

Gong analytics show that sales consultants went from using the competitive sales script 80x per week to over 800x per week.

A 10x increase in script compliance.

It was a major turnaround in a very short timeframe. With compliance back on solid ground, the team created processes to maintain what it achieved. Sales consultants are now rigorously trained on their competitive sales script. That's had a profound impact on their sales numbers.



45%
INCREASE
IN CLOSE RATIO

Within weeks, Veit and his team saw a 45% increase in their close ratio, an incredible turnaround for a team whose sales had steadily declined for six weeks. Although there were many programs that contributed to this boost, a major factor was the call quality program Veit ran along with the heightened adoption of the sales script.

Using Gong to analyze calls meant Veit was able to pinpoint the cause of declining sales numbers and launch a call quality program. Both were critical to his success in addressing this challenge.

THE RESULTS



“Today, we closely track sales script compliance and have ongoing call quality training to keep our sales consultants on track. It’s impressive how quickly Gong shined the light on our problem. It gave us total clarity into why our sales numbers had suddenly dropped.”

Veit Albert

VP Sales, hear.com

GET STARTED TODAY

See how the hear.com team uses Gong.io to achieve these results. Request your demo today.

See it live

