



“Ribbit has enabled us to simplify how we use both voicemail and Salesforce.com – two of the most important tools for our salesforce.”

— John Kanarowski, President, Zerista, Inc.

“Ribbit has made us more effective and efficient at the same time. The voicemail-to-text feature enables us to respond to voicemail more quickly. You can read the voicemail and respond without having to call in and listen to the message. The voicemail transcripts also enable us to search past voicemails based on keywords, making it much more efficient to find information. We also love the ability to link voicemails to contacts as it provides for a much richer background. Taken together, these features save us a lot of time, which frees us up to focus on what's important – selling.”

*John Kanarowski,
President,
Zerista, Inc.*



Challenge

When sales reps would miss calls while in the field, they would get bogged down taking notes from lengthy voice messages. Sales needed messages to be converted to text for better tracking and response time.

Solution

- Ribbit for Salesforce transcribes voice messages to text.
- Sales reps can immediately read transcribed voice messages as text on their mobile phones.
- Messages flow into email and Salesforce.
- Installed in minutes with a single call to Ribbit for support.

Results

- Voice and text more tightly integrated into one workflow.
- Opportunity to store voice communications as part of client contact information.
- Timely connections with customers.
- Improved overall efficiency and effectiveness.