

EHARMONY LAUNCHES EH+ PREMIUM SERVICE Boosting Revenue the First Month of Using Velocify Pulse



INDUSTRY

- Internet and Software Services

PROFILE

- Founded in 2000 and based in Santa Monica, California
- Operates online dating sites for singles
- Launched premium dating service with personal interactions of eH+ Matchmaker

CHALLENGES

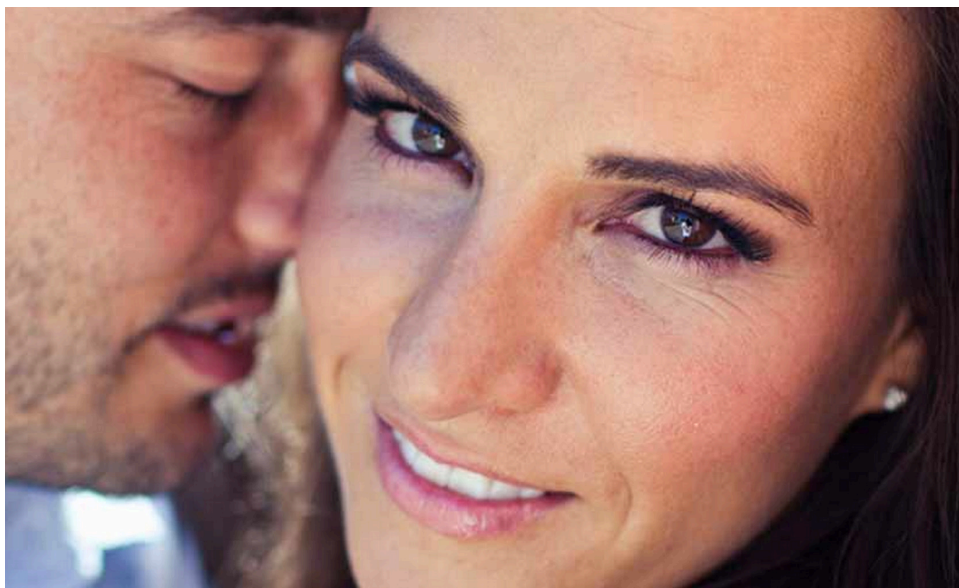
- Difficulty prioritizing high volume of inquiries for new service
- Struggled to stay on top of important daily activities
- Needed Open CTI dialing solution integrated with Salesforce to combat sales inefficiencies and slow response to demand

SOLUTION

- Velocify Pulse™, including integrated sales dialer - Dial-IQ™

BENEFITS

- Increased sales by more than 58% in the first two months
- Improved sales efficiency and effectiveness
- Gained greater visibility into daily sales performance



BUSINESS CHALLENGE

eHarmony launched a new “offline” service, eH+, to target busy professionals unable to effectively balance the management of relationship opportunities through eHarmony’s traditional online dating service. The new eH+ service required a sales team to sell the personal eH+ Matchmaker service at a premium price. With each salesperson working anywhere from 1,000 to 1,200 leads per month from a variety of sources - existing eHarmony users, referrals, and traditional sources such as SEM, digital display, print advertising, and radio advertising – the team found it extremely difficult to prioritize which lead to follow up with first. eHarmony turned to Salesforce® to establish a platform for managing the heavy demand for their new services. The solution had an immediate impact, but the sales team quickly realized Salesforce Sales Cloud® alone could not support the complex lead management, open CTI dialing integration, and sales process automation needs to grow the eH+ service within eHarmony.

SOLUTION

eHarmony turned to the Salesforce AppExchange® in hopes of locating an integrated solution that could support its specific needs. eHarmony evaluated several solution providers on the AppExchange, and after an extensive evaluation, determined Velocify Pulse was the only cost-effective solution that could deliver on their unique requirements. eHarmony cited the ability to support sales activity prioritization based on a guided SalesFlow™ and Velocify’s integrated dialer, Dial-IQ, available through Salesforce’s open CTI as key factors in selecting Velocify Pulse.

“With Velocify Pulse, we increased eH+ sales by more than 58% within two months of implementing the solution. What a difference!”

Jane Riley, Sales Executive, eHarmony

KEEPING SALES STEADY FOR MORE PREDICTABLE GROWTH

With the new eH+ service being such an emotional selling process and typically taking several calls into multiple numbers on a record, Velocify Pulse has been able to keep the sales team focused on getting the right conversations started with the right prospects.

eHarmony leverages Velocify Pulse to provide a centralized PriorityGuide™ based on key features, such as lead scoring, which includes a Gold, Silver or Bronze rating for any type of lead or opportunity. Each lead score is based on eHarmony's proprietary combination of key attributes (fields in the lead's record) and sales interactions. Utilizing Velocify's flexible configuration, eHarmony's system administrator and Velocify Professional Services implemented the ideal order of priority leads and opportunities, which can be easily modified whenever changes might be needed.

“We helped eHarmony conduct build/buy analysis for an intelligent lead management and dialing solution. After evaluating what Velocify offered, we immediately recommended they implement Velocify.”

Kevin Steele, VP of Business Development,
VRP Consulting

HUGE SALES EFFICIENCY GAINS

eHarmony also takes advantage of the Velocify Pulse integrated dialer, Dial-IQ, through Salesforce's Open CTI dialer integration, which brings a whole new level of sales effectiveness. Sales simply selects the next phone number to call from within the centralized list of prioritized leads and opportunities. Then, Dial-IQ automatically connects the salesperson to the number in the lead or opportunity record. From the Dial-IQ display panel, sales can choose an action from a list of pre-defined actions that were determined based on eHarmony's specialized SalesFlow framework. Actions can be taken from within the Dial-IQ display, within the sales queue, or within the lead record detail page. According to Jane, “taking action from the dropdown lists will automatically move the lead to a new status in the sales cycle. This is a huge time saver and helps us drive more leads to ‘Closed Won’ status!”

If a call goes to voicemail, salespeople can choose to leave a pre-recorded voicemail while selecting the Next Call button on the screen to automatically call the next prioritized person in their queue. According to Jane, “we are saving significant time and realizing incredible efficiency while getting through to a much larger number of leads than if we were manually dialing and leaving live messages.”

Velocify also provides eHarmony with ActivityInsights™ that offer a granular view of sales performance throughout the sales cycle. By leveraging these insights, eHarmony is able to quickly determine areas where coaching is needed and to identify opportunities for improving its sales process.

COMPANY OVERVIEW

Santa Monica-based eHarmony (www.eharmony.com) launched in the United States in 2000 and is now the #1 Trusted Relationship Services Provider in the USA. eHarmony's patented Compatibility Matching System® allows eHarmony members to be matched with compatible persons with whom they are likely to enjoy a long-term relationship. Millions of people of all ages, ethnicities, national origins and religious and political beliefs have used eHarmony's Compatibility Matching System to find compatible long-term relationships. Today, an average of 438 eHarmony members marry every day in the United States as a result of being matched on the site.* eHarmony is available in the United States, Canada, Australia and the United Kingdom.



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VYCS0815