



ProsperWorks Chooses RingCentral for the Reliability, Data Analytics, and Global Reach It Needs to Move Upstream to the Enterprise

Company profile

ProsperWorks is a Google for Work Partner—the world's first “zero-input” CRM solution—designed to help companies drive innovation and realize their full sales potential.

Year founded

2013

Website

prosperworks.com

Headquarters

San Francisco, California

“RingCentral offers the enterprise business capabilities we required. In particular, RingCentral provides advanced business communications that operate seamlessly within Google for Work applications, from any location. That was very compelling to us, as was RingCentral's very robust system for reporting analytics, which was one of our must-have criteria. Through RingCentral, I have visibility from my mobile phone or my desktop to log in, I can see what sales call activity looks like on a daily basis, and drill deeper to pull out reports that show sales activity by person on a daily basis regardless of their location.”

—Bret Knoblauch, Senior Director and Head of Sales

ProsperWorks was founded in 2013 to help companies drive innovation and realize their full sales potential using CRM. It is recommended by Google Apps for Work and, in fact, is used by Google as well as many other organizations.

ProsperWorks solves the sales challenges facing growing businesses by offering fully functional and populated CRM that is synced with Google Apps such as Gmail, Calendar, Tasks, Events, Drive, and Docs. This removes the burden of complicated installations, lengthy training sessions, and inefficient data entry.

“ProsperWorks was founded specifically to help companies sell faster by identifying, organizing, and tracking sales opportunities right in Gmail, Google Calendar, and Google Drive,” explains Bret Knoblauch, Vice President of Sales at ProsperWorks. “Our solution was designed expressly to leverage the Google platform,” adds Knoblauch.

Selecting a solution that fit ProsperWorks's communications needs

Soon after launching ProsperWorks, the company discovered it needed a more reliable, secure, high-quality cloud-based, enterprise-class phone solution. ProsperWorks established two key criteria to evaluate available solutions. They had to:

- Enable users to make and receive calls directly from within Gmail
- Provide users and supervisors with sales call analytics and reporting

“My sales team spends 60–80 percent of their day at their desktops, engaged in identifying new prospects and making sales calls,” says Knoblauch. “The ability to make and receive calls directly from within

Gmail and ProsperWorks CRM makes my team extremely productive. In addition, it's important for me and other sales managers to have access to call analytics so we can understand the metrics that lead to optimal success, and can use that information to motivate our salespeople.”

Evaluation process identifies RingCentral as most effective, advanced, and reliable solution

After evaluating various solutions, ProsperWorks switched from its existing phone provider to RingCentral.

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ProsperWorks's previous phone solution did not provide supervisors with the ability to see detailed daily metrics, broken down by salesperson. As a result, sales managers were not able to provide the kind of data-driven coaching and motivation that brought out the best performance in the sales force.

“The call data we can get through RingCentral helps us understand what it takes to convert a lead into an opportunity and ultimately into a sale,” says Knoblauch. “It's that critical to our success. For example, if I can show them that making just one extra

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“In choosing an enterprise-class telephony solution, I didn’t want to take any risks with security and reliability. The fact that Google had vetted RingCentral meant a lot. I also appreciated the fact that RingCentral was an overall leader in the Gartner Magic Quadrant for UCaaS, Worldwide.”

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call can drive an additional sale, that data tends to motivate them more than anything else I could say.”

ProsperWorks was also attracted to RingCentral because of its global reach. “The majority of our sales team is in-house making calls globally all day long,” says Knoblauch. “So having reliable, high-quality coverage worldwide was something very important to us. Without quality global phone connectivity it would be very difficult for our salespeople to close deals and for ProsperWorks to have a highly successful sales operation.”

RingCentral’s selection by Google as a top partner and trusted communications solution in Google’s Recommended for Google Apps for Work program inspired further confidence on the part of ProsperWorks in RingCentral. ProsperWorks from its very beginning was committed to leveraging the Google platform, so Google’s recognition of RingCentral carried a lot of weight.

As Rahul Sood, Managing Director of Google Apps for Work said at the time RingCentral was chosen as one of the first solutions in the Recommended for Google Apps for Work program, “RingCentral is one of the leading cloud business communication

providers and we’re pleased to recommend them for Google Apps for Work. As business productivity moves to the cloud and becomes more mobile centric, Google for Work plays a critical role in providing an ecosystem of tools to help people get work done. RingCentral’s advanced enterprise-grade phone system capabilities extend the power of Google Hangouts. Customers can now get a true and trusted cloud-based unified communications solution that includes video conferencing, chat, and telephony.”

Knoblauch adds, “In choosing an enterprise-class telephony solution, I didn’t want to take any risks with security and reliability. The fact that RingCentral had been vetted by Google meant a lot. I also appreciated the fact that RingCentral was an overall leader in the Gartner Magic Quadrant for UCaaS, Worldwide.

“Our selection of RingCentral has proven to be the right one for ProsperWorks. RingCentral’s user experience and integration with Google Apps is fantastic,” says Knoblauch. “Empowered by Google Apps and RingCentral, we couldn’t be better equipped to serve and empower our own customers.”