

# Lead Management with Inbound Call Tracking and Outbound Dialing

ClickPoint Lead Manager™ and RingResponse™ will help your sales team win more deals by enabling them to maneuver between inbound and outbound sales activities efficiently.

With sales and marketing aligned, rapid improvements in the sales process are easier to implement, enabling sales teams to scale. Start your sales expansion with an automated sales process that enables more dials, improved lead conversion, and greater ROI.

## Key Facts

- Founded in 2007
- Chief Executive Officer: Gabriel Buck
- Location: Scottsdale, AZ
- Privately held company
- SaaS solutions, hosted with Microsoft Azure


*“I knew something was missing from the market when I attempted to make CRM work for my sales team. Nothing was available that helped salespeople stay on the phone, doing what they do best while making their lives easier.”*

Gabriel Buck, CEO ClickPoint Software




## Major Markets Served

ClickPoint serves sales-driven organizations with five or more salespeople across many different business verticals in the United States, Australia, UK, and Canada. Below are the primary industries we serve.

 Mortgage Brokers and Lenders

 Insurance Agencies

 Home Services (Pest, Alarm, Warranty, Maid Service)

 Hospitality and Travel

 Software and IT Companies

 Education

# Cornerstone Products & Solutions

ClickPoint Lead Manager™ and RingResponse™



## Inbound IVR and Outbound Dialing

Ring Response captures inbound phone calls and immediately routes them to the proper sales associate or teams. Salespeople can receive inbound calls along with a Screen Pop, Dynamic Sales Script, and then quickly disposition leads and move to outbound dialing with Local Presence. Local Presence and Voicemail Drops help salespeople connect with more prospects and improve sales efficiencies.



## Lead Distribution & Prioritization

The ClickPoint Lead Manager prioritizes internet and phone leads based on a variety of criteria such as state, first-in, first out, calling hours, sales performance, and allows salespeople to move from inbound to outbound sales activities quickly. The Lead Distribution options include Push, Pull, Round Robin, Shotgun, and Redistribution.



## Automated Marketing

ClickPoint Lead Manager helps to improve open email rates by ensuring successful delivery of compliant email to leads throughout the sales cycle. ClickPoint RingResponse includes Text SMS that helps reach potential prospects through alternative communication channels, helping salespeople connect to mobile customers.



## Reporting & REST API

The ClickPoint Lead Manager features a reporting engine designed to highlight areas of opportunity for sales performance improvement. Included reporting solutions have specific intentions that will improve your sales culture, provide marketing transparency, and improve team collaboration. Included with ClickPoint are customized scoreboards, dashboards, and many additional reporting features that pinpoint lead source and sales team performance. Customers have access to an open REST API that allows lead data to be updated or extracted via Webhooks.



## Mobile Applications

ClickPoint Lead Manager features an IOS and Android mobile application. Fields sales can update leads, get turn-by-turn directions, Click-to-Dial, and track appointments from any location.



## Support Services

Each client works with a dedicated success manager that is responsible for successful onboarding, adoption, and training. Additionally, ClickPoint offers support through interactive knowledgebase articles, videos, Click-to-Chat, and after hours support services. Enterprise customers can request custom development to enhance the solution or to provide internal application integration support.



## Reliability and Security

ClickPoint partners with the most reliable and trusted hosting provider in the world, Microsoft Azure. The partnership has enabled ClickPoint to offer clients more dedicated and personalized options for hosting, maintaining, and securing data. The ClickPoint service level agreement highlights a lasting commitment to providing enterprise clients with industry-leading services.

# About ClickPoint Software

ClickPoint Software is committed to improving the lives of salespeople and their managers by creating sales software that enables sales teams to generate more revenue for themselves. ClickPoint is actively transforming sales organizations through the implementation of their products; ClickPoint Lead Manager™, ClickPoint RingResponse™, and LeadExec Lead Distribution™. Not just a software company, ClickPoint employees embody a shared commitment to the success of every customer by providing Amazing support. From its headquarters in Scottsdale, Arizona ClickPoint has been empowering companies both large and small to dial more leads, sell faster and more efficiently, which leads to more revenue and commission.