dialpad

Dialpad for every user

How to empower every department in your organization

Introduction

One size does *not* fit all

Communications technology is often presented as a one-size-fits-all solution for every department and organization. But as you've likely experienced yourself, that's not always the case.

There are unique challenges that different departments face—and the reality is they can't all be solved with the same screwdriver. So in that regard, a solution that claims to be "one-size-fits-all" is simply inaccurate.

Dialpad's Ai-Powered Customer Intelligence Platform is here to solve that. Not by offering a supposed one-size-fits-all approach, but by providing an **all-in-one solution** that truly works for every department—down to every user—to make their job easier.

Here, we cover some departmental challenges across, Sales, Support, HR, Marketing, Product, and IT, and how Dialpad can help.

Contents

Dialpad for Sales teams

Close more deals, more quickly

Challenges

Inability to meet quotas and numbers due to high turnover, long rep onboarding, and ramp-up times

How Dialpad solves these challenges

Dialpad is easy to set up, onboard, and use for quicker onboarding and ramp-up times—so reps can quickly get on the job to respond to customers.

You can add and remove users in just minutes with a single click:
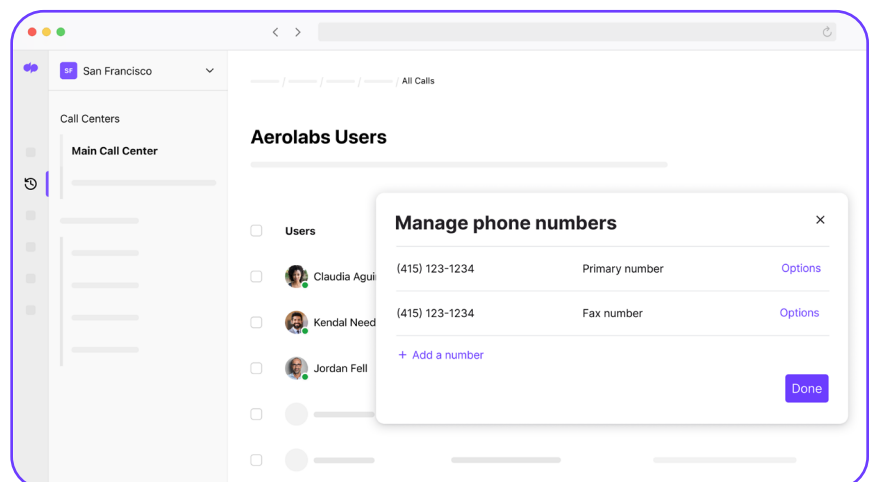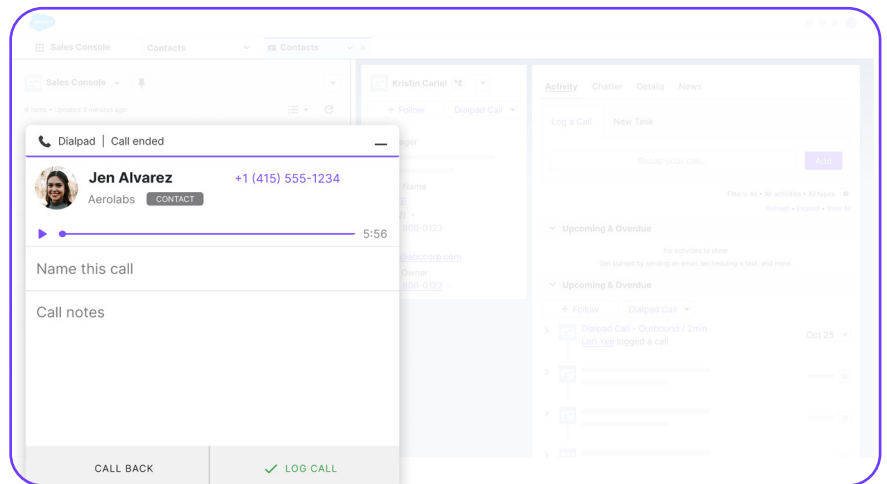
Dialpad for Sales teams (cont'd)

Challenges

**Tedious administrative manual tasks of logging activities into Salesforce**

How Dialpad solves these challenges

The Dialpad for Salesforce integration brings smarter workflows, increased call efficiency, and better customer interactions to Salesforce so reps can focus on driving more sales and closing deals faster.

Dialpad automatically syncs contact details and logs activities like call history, recordings, voicemails, transcriptions, and notes directly from Salesforce to your Dialpad apps:

Dialpad also integrates with Salesforce's power dialer and omnichannel capabilities to drive efficiency for both sales and support teams:
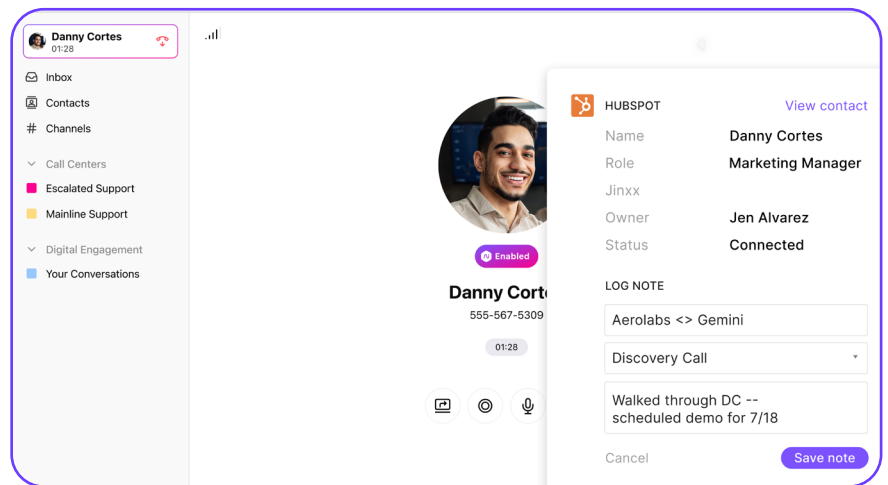
Dialpad for Sales teams (cont'd)
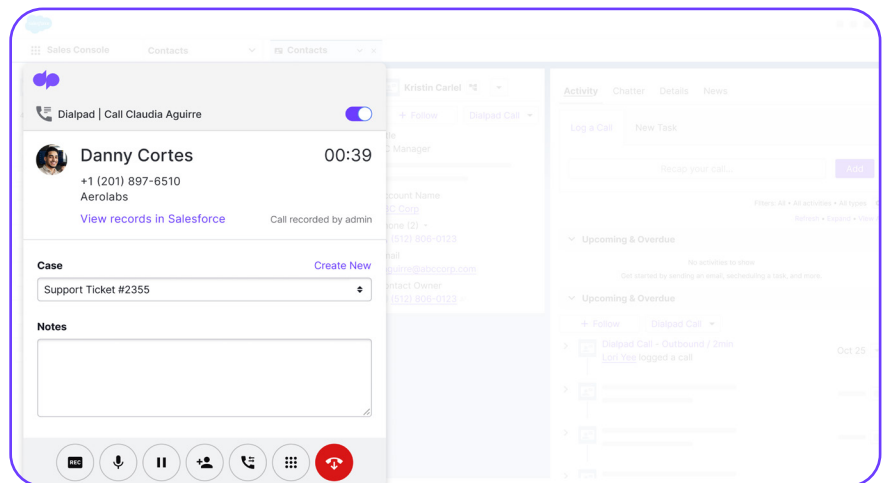
Challenges

How Dialpad solves these challenges

App overload from disjointed applications
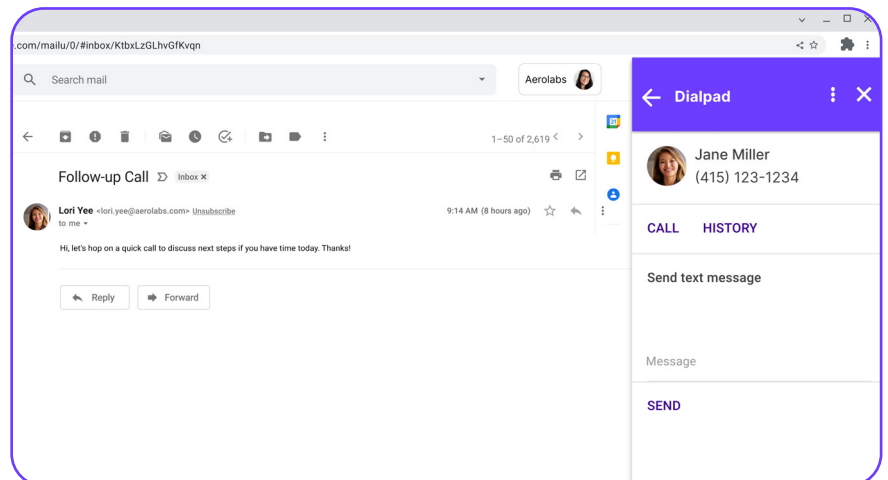
In addition to Salesforce, Dialpad integrates with dozens of key sales applications including Chorus.ai, Outreach, and HubSpot—bringing together all your different tools for seamless workflows.

Organizing and scheduling meetings

Dialpad also integrates with your Google Calendar to organize and schedule meetings:

This allows your reps to minimize clicks, easily know when they have upcoming meetings, and focus on what they do best—sell!
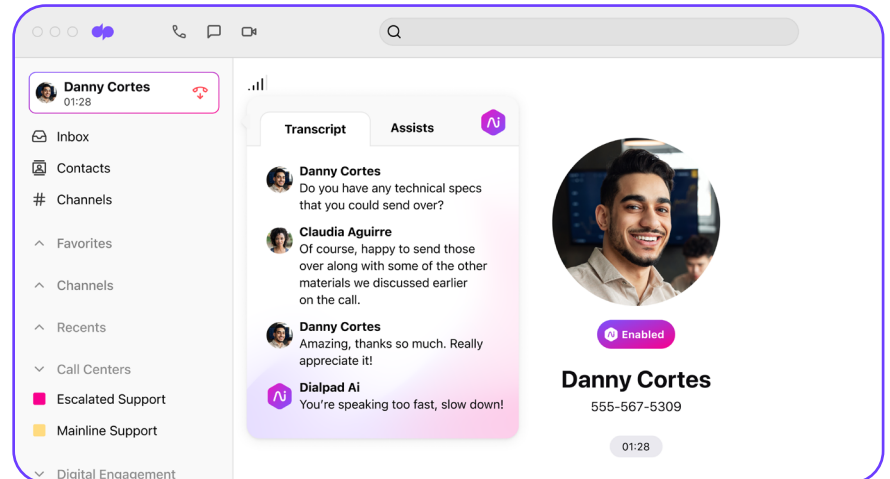
Dialpad for Sales teams (cont'd)

Challenges

How Dialpad solves these challenges

Note-taking distracts the rep from being present with the customer

Dialpad Ai has one of the most accurate transcription engines in the world, eliminating the need for manual note-taking:

Also, at the end of each call or meeting, when Dialpad Ai is enabled, call summaries are automatically generated to include the recording, transcription, sentiment analysis, and more.

Objection handling—when not handled correctly, the rep can be letting winnable opportunities slip through the cracks

Objections are difficult for sales reps to answer when not equipped with the right information.

Luckily, with Dialpad Ai, they can respond with preemptive responses that pop up in real time to address questions about pricing, competitors, and so on:
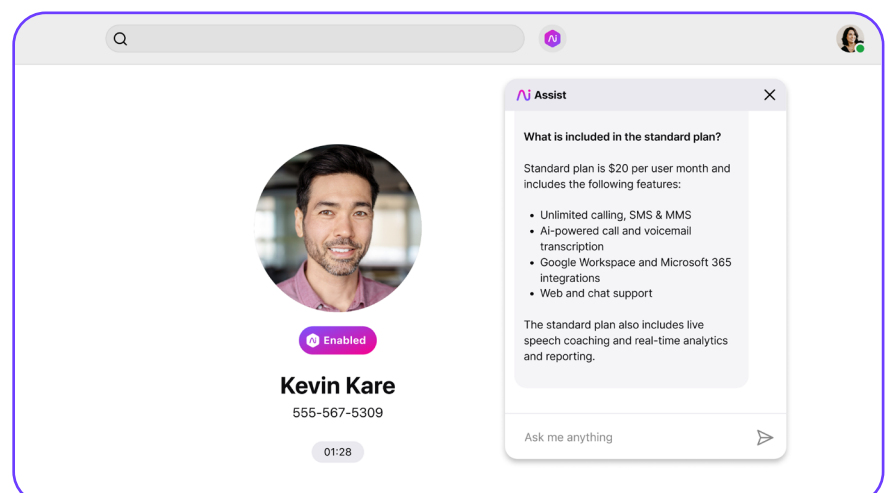
Dialpad for Sales teams (cont'd)

Challenges	How Dialpad solves these challenges
Speech coaching	Dialpad Ai helps your reps and agents become better with automated speech coaching to help conversations run more smoothly for better customer experiences. Throughout your calls when Ai is running, recommendations will pop up if you or your agents are speaking too fast, monologuing, swearing, and more.
Decreased productivity due to no centralized communications app	Increase productivity for sales teams by deploying an all-in-one solution for all communication channels across calling, messaging, meetings, and customer engagement to reduce extra clicks and streamline workflows.
Inability to see how reps are performing and where they need help	Dialpad gives sales managers the ability to see how reps are selling by listening in and guiding the reps with call whisper and call barge features.
	Managers can also leverage call recordings and transcripts for training purposes and track Custom Moments (user-defined moments that are triggered when a preset word or phrase comes up in a phone conversation) to see how often reps are facing competitors, key moments, and more.

Dialpad for Support teams
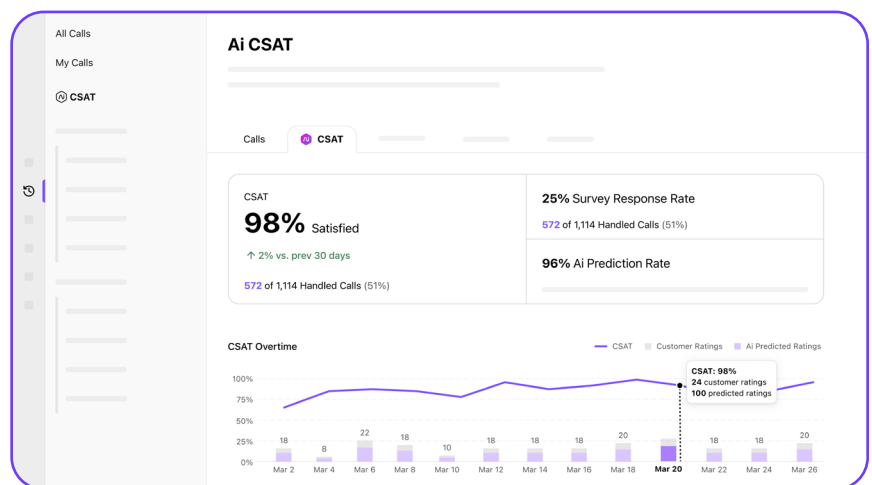
Provide a better customer experience

Challenges

No clear picture of CSAT or unresponsive CSAT surveys

How Dialpad solves these challenges

Dialpad's Ai can analyze 100% of your customers' calls, predicting CSAT with high accuracy.

This solves traditional CSAT surveys' biggest issues—low response rates and polarized responses—eliminating the need to solely depend on surveys to measure customer satisfaction.
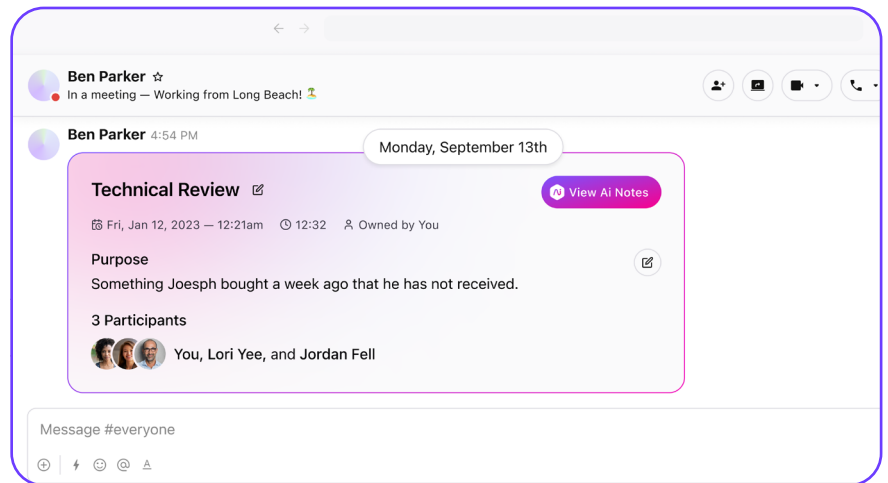
Dialpad for Support teams (cont'd)

Challenges

How Dialpad solves these challenges

Note-taking for customer calls

When customers require support on a product or service, they sometimes have previous support call sessions.

Dialpad Ai takes the notes for you and provides you with historical data so you can have more contextualized conversations when supporting your customers so you can provide better service.

You'll also get an automated call summary at the end of each call that includes the call transcription and any captured action items:

Tedious administrative manual tasks of logging activities in other systems

Integrations with CRM systems (including Salesforce and Zendesk) allows for calls to be automatically logged and tracked:
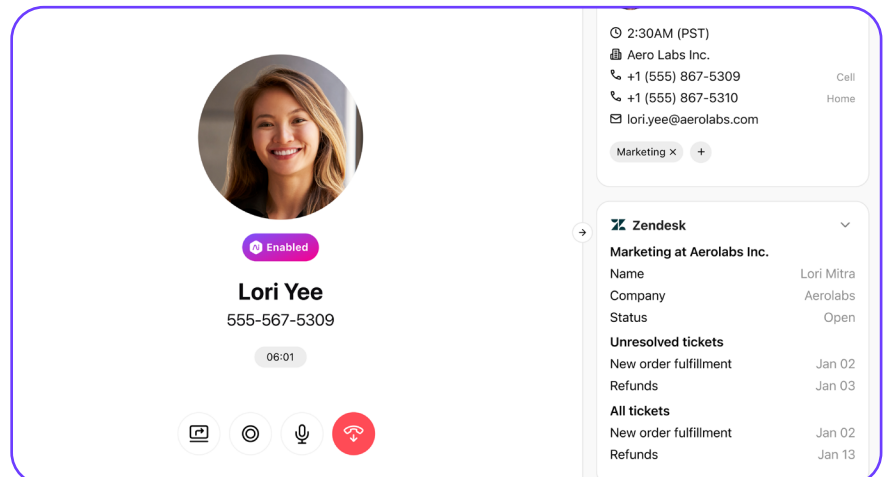
Dialpad for Support teams (cont'd)

Challenges

How Dialpad solves these challenges

Non-contextualized conversations without any profile of who you are supporting

With Dialpad, you can see who's calling and the caller profile to understand who you're talking to. And when you integrate Dialpad with your CRM, the call will automatically pull up the contact associated with the number (if there is one, otherwise it'll create a new record).

No real-time feedback on how to handle calls

Dialpad Ai helps your agents become better with automated speech coaching to help conversations run more smoothly for better customer experiences. Throughout your calls when Ai is running, recommendations will pop up if you or your agents are speaking too fast, monologuing, swearing, and more.

Need for visibility across all customer calls with sentiment analysis

With Live Sentiment Analysis, Dialpad Ai shows a live feed of all calls happening so supervisors can look at real-time customer sentiment to see where teams need help, and use the live transcription to grab context before the supervisors need to jump in and help the agent.

Dialpad can ultimately enable your organization to improve customer experiences with advanced Ai capabilities to retain customers, increase brand loyalty, and help businesses thrive.

Dialpad for Support teams (cont'd)
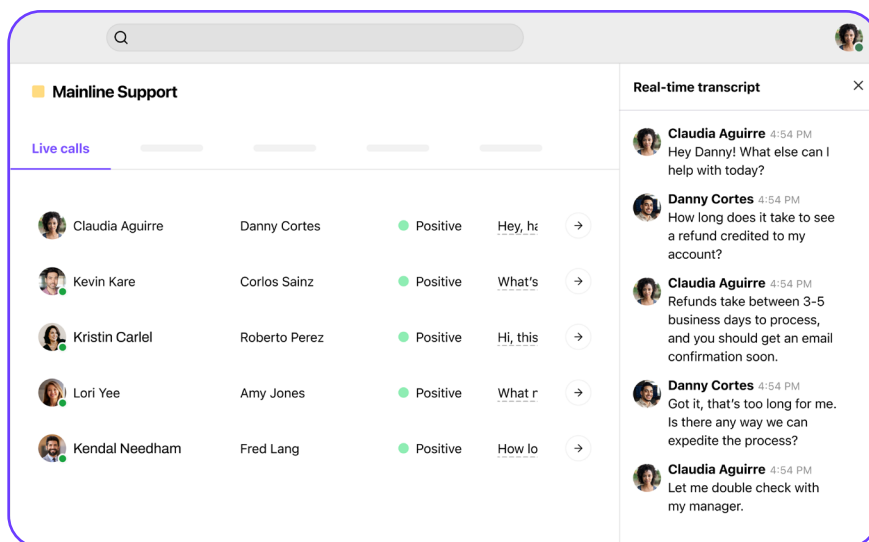
Challenges	How Dialpad solves these challenges
Rising customer expectations	Customers expect to be able to get support 24/7 on their communication channel of choice.
	Dialpad offers 24/7 customer service with Ai Virtual Agent. Through machine learning and Ai parenting, Dialpad's Ai scrapes all connected knowledge sources and immediately maps answers. Customers can easily access answers, custom workflows, and automations to get what they need faster.
	And if the customer needs something that Ai Virtual Agent can't provide, Dialpad's Ai intelligently finds the best escalation path to a live agent, either in voice or digital channels.
	Dialpad also enables agents and organizations to meet and communicate with customers on their channel of choice, whether it be through, calling, meetings, or messaging through chat, email, social and digital channels.

Dialpad for HR & Recruitment teams

Improve the way you hire

Challenges

Note-taking for interviews

How Dialpad solves these challenges

HR personnel need to be able to take notes during interviews and quickly access these notes afterward. Dialpad's automated call summaries are available immediately after every call, and include a searchable transcript of the conversation:

So you can focus on being present with candidates, not note-taking.

Dialpad for HR & Recruitment teams (cont'd)

Challenges

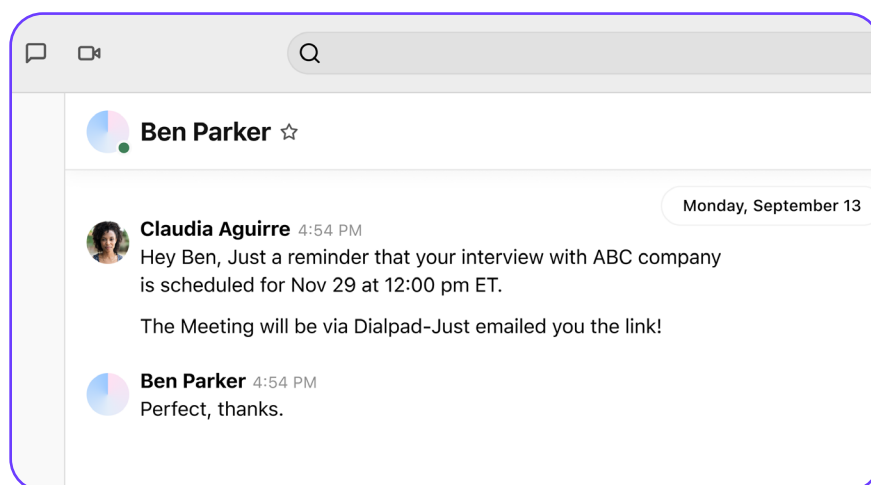## How Dialpad solves these challenges

Difficult to keep track of conversations with candidates as not centrally located

With Dialpad, employers can use SMS to send recruitment texts, schedule interviews, send updates and interview reminders to candidates, answer candidates' questions, and even send job offers:

Job seekers can reply to these texts to express interest in a position and communicate quickly and easily with the recruiter. Texting normally has a higher response rate than email and a faster response time from candidates as well.

Non-contextualized conversations without any client profile of who you are supporting

With Dialpad, you can see who is calling and the caller profile to understand who and which candidate you're talking to. And when you integrate Dialpad with your CRM, such as Salesforce, Bullhorn, Hubspot, or others, the call will automatically pull up the contact associated with the number (if there is one, otherwise it'll create a new record).

Meeting quotas

HR must provide their recruiting staff with the best tools to communicate with candidates and to meet hiring quotas.

Dialpad provides an easy-to-use, Ai-powered communications solution that can support recruiters in meeting their numbers and making them more efficient at their jobs.

Dialpad for Marketing teams

Target prospects more effectively

Challenges	How Dialpad solves these challenges
Lack of actionable customer intelligence	Marketing can easily gain customer intelligence through Dialpad's call recordings, searchable transcripts, and Custom Moments (user-defined moments that are triggered when a preset word or phrase comes up in a phone conversation).
	These insights can come from sales reps' conversations with customers, or from the Marketing team's own conversations with customers (e.g. conducting customer interviews for research). With Dialpad, you won't need to listen to entire recordings either—you can just see the transcripts and sort them by keywords.
Duplicative and unnecessary meetings	Natively integrated Ai allows users to receive call summaries after every meeting, resulting in more efficient and contextualized meetings.

Dialpad for Marketing teams (cont'd)

Challenges

How Dialpad solves these challenges

Inability to drive prospects down the funnel on your company website

Dialpad's self-service bot solution, Ai Virtual Agent—powered by conversational Ai—makes it easy to provide relevant information and CTAs to visitors and prospects who land on your website and are interested in your product or service. You can build automations and workflows in minutes—no coding needed.

Multiple and disjointed tools to communicate across calling, messaging, and team meetings

Dialpad offers an all-in-one solution across calling, messaging,meetings, contact center and Ai to allow for uninterrupted communication workflows.

Dialpad also integrates with the other marketing tools in your tech stack, including Salesforce, Outreach, and Mixmax, bringing them all together:
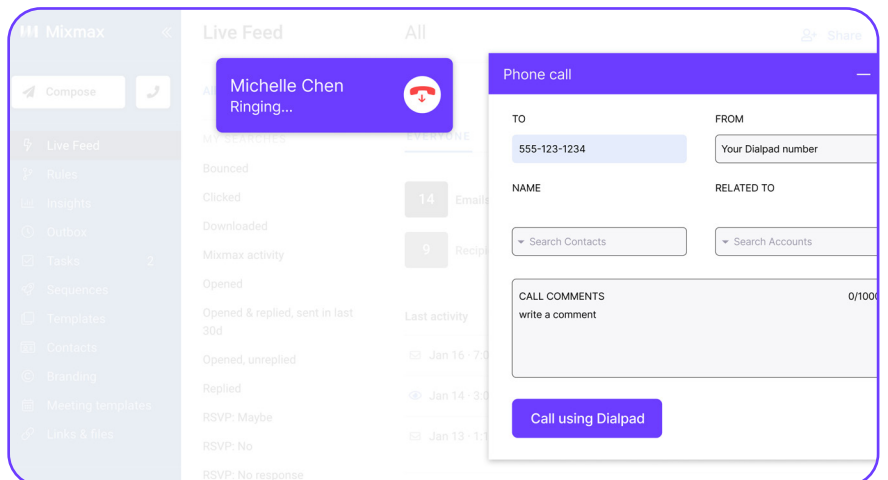
Dialpad for Product teams

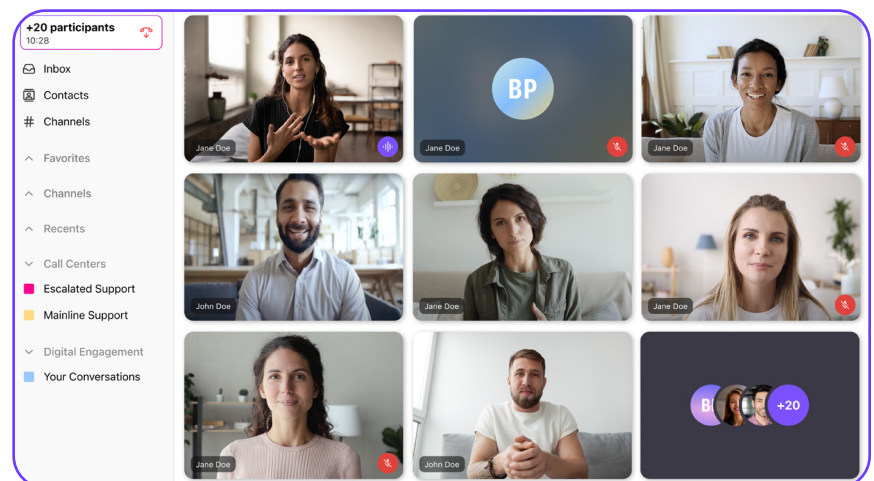Understand your users like never before

Challenges

Collaboration siloes,
too many processes and
workflows to manage;
no centralized
communications tool

How Dialpad solves these challenges

Dialpad is an all-in-one solution designed to address app overload and disjointed workflows, covering voice, messaging, meetings, contact center, and Ai.
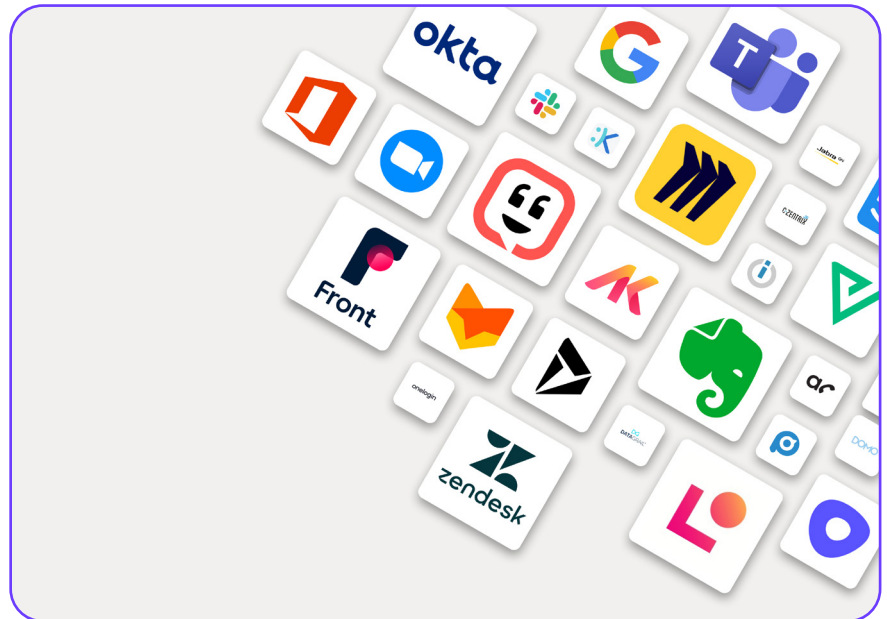
Dialpad for Product teams (cont'd)

Challenges

How Dialpad solves these challenges

Too many apps that don't integrate with each other

Dialpad has dozens of OOTB integrations to seamlessly integrate your communications app with everyday favorite business apps.

For any other apps, you can build custom workflows using Dialpad's Zapier integration or build something from scratch with Dialpad's open API and bring powerful voice and contact center capabilities to your apps.

Duplicative and unnecessary meetings

Natively integrated Ai allows users to receive call summaries after every meeting, resulting in more efficient and contextualized meetings.

Dialpad for IT teams

Simplify your tech stack

Challenges

Employees using shadow IT

How Dialpad solves these challenges

Dialpad is an all-in-one solution that covers the needs of every department across your organization, meaning individuals don't need to rely on unauthorized apps to get their work done.
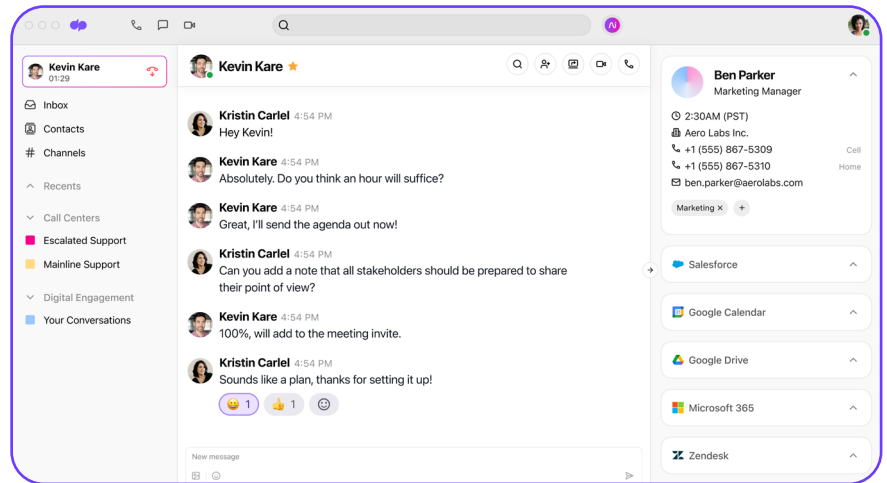
Dialpad for IT teams (cont'd)

Challenges

How Dialpad solves these challenges

Too many applications

Dialpad streamlines all your apps into a single pane of glass:

From a cybersecurity perspective, having less complicated IT infrastructure—aka. a single pane of glass view—could make it easier to collect, aggregate, and analyze an immense amount of data across organizational entities to detect threats and breaches.

It can also create a better experience for your end-users / employees if they can see everything in one place.

Need for custom integrations

Customize your Dialpad Ai Voice and Ai Contact Center experiences with APIs that unlock voice, SMS, user management, analytics, contact center, and more.

Getting started is easy—just email us at API@dialpad.com. You'll get access to our sandbox so you can monitor test deployments before publishing your app.

Expensive hardware and maintenance; no clear pricing models

Dialpad is a leading cloud-based platform, taking care of things like reliability, storage, security, updates, bug fixes, new features rollouts, and maintenance. So you can focus on running your business and satisfying your customers. Plus, your teams can access the system from anywhere, on any device.

The biggest difference between an on-premises setup and a cloud-based one is how they're set up and maintained. One is complex, costly, and not user-friendly. The other is simple, cost-effective, and much easier to manage over a long period of time.

Dialpad for IT teams (cont'd)

Challenges	How Dialpad solves these challenges
Uptime and reliability	Ensure communications are always up and running for every user with Dialpad's 100% uptime SLA for Enterprise plan customers.
Lack of mobility	Dialpad empowers organizations with a flexible and mobile "work from anywhere" solution that allows employees to work from the office, at home, and on the road.
Security, compliance, and data privacy	Dialpad protects business and customer communications with enterprise-grade security that's built right into the platform. With industry compliance and certifications, enterprise-level encryption, role-based access, and the ability to customize data retention and management and more, you can ensure your communications are held with the most secure practices.

Empower every department with Dialpad

Dialpad's Ai-Powered Customer Intelligence Platform is here to power every user in every department at your organization, by providing an all-in-one solution that truly makes everyone's jobs easier. Try Dialpad for yourself with a 14-day free trial or book a product demo!

Get started for free ↗

Book a demo ↗

About Dialpad

Dialpad is the leading Ai-Powered Customer Intelligence Platform that's completely changing how the world works together. We've created one, beautiful workspace that seamlessly combines the industry's most advanced Ai Contact Center with all the communications tools your team needs to drive ROI. Founded in 2011, more than 30,000 businesses and millions of people worldwide now rely on Dialpad to accelerate their digital transformation. Unlock productivity, collaboration, and customer satisfaction with real-time Ai insights on Dialpad.