

CASE STUDY

How ARES PRISM Saves Time with RingLead Capture



Overview



The Company

[ARES PRISM](#) is an enterprise project controls software that manages the complete project lifecycle delivering dependable forecasts, cost control, and performance measurement. PRISM is a scalable, intuitive system that harnesses best practices and integrates all aspects of the project, including cost, schedule, change, estimating, contracts & procurement, and field progressing.

Industry

Software, Internet & Computer Services

Challenge

ARES PRISM's sales team wanted to spend less time completing manual data entry into their CRM.

Solution

RingLead Capture

Results

Since deploying RingLead Capture, ARES PRISM's business representatives have been able to gain nearly one-third of their time back from manual data entry.

1/3 of the
time

Business Challenge

ARES PRISM's business development representatives (BDRs) were spending approximately 30 percent of their time completing manual data entry into their CRM. The ARES PRISM BDR team wanted a tool that could reduce data entry and help verify prospects' contact methods.

Solution

ARES PRISM's BDRs deployed RingLead Capture to help quickly capture and import leads into their CRM without creating duplicates. The team uses RingLead Capture as a stand-alone lead generation tool, leveraging newly captured contact information in strategic outreach.

RingLead Capture, available as either a stand-alone lead generation tool or a fully integrated component of The RingLead Platform, allows users to discover, import, and enrich net new records within minutes. Records can be enriched with key fields like direct dials, verified email addresses, social interests, and firmographics, based on the selected data package.

Results

RingLead Capture helps ARES PRISM's business development team to centralize the prospecting process, allowing them to utilize the 30 percent of time saved seeking out additional prospects and foster relationships with leads.



RingLead is one of the best lead generation solutions because of how user friendly their tool is. There are multiple different ways to capture the prospect, and it integrates with our CRM seamlessly.



Angela Overstreet

Business Development Representative

