Case Study: Totango

"If you work in the SaaS space, you'd be crazy not to take a look at Capture." – Shannon Murray, Inside Sales Manager, Totango

TOTANGO

About Totango

Totango provides customer success applications for leading SaaS and cloud services companies. Their applications monitor customer behavior and usage to uncover insights that help brands understand which customers need attention and why. Totango creates an engaged and active environment of users for their customers, helping businesses thrive via higher customer acquisition, lower churn, happier customers, and faster growth.

The Challenge

Totango sells to a defined market, and targets specific groups within that market. They were looking for a turnkey way to find and reach niche individuals, as well as move away from the time-consuming task of manually entering these individuals' contact data into Salesforce.

The Totango sales team wanted to uncover their niche prospects' contact information, and while they knew the names of their ideal customers, they struggled with gathering essential contact information, specifically email addresses and phone numbers. "It would be an extremely manual process to try and guess every email," said Martha Mackmiller, Sales Development Representative at Totango, "We knew there had to be a better way to quickly find that contact information, upload it into Salesforce, and have it right there to greatly reduce data entry."

The Solution

Totango deployed Capture, a sales enablement tool from RingLead, which quickly and easily finds fresh contact data, cleans it, and uploads it into Salesforce. Capture is a Chrome extension that takes contact data from across the web, as well as from PDFs, spreadsheets, and more. It then organizes and formats the data into an easy-to-use layout for sales prospecting.

With Capture, Totango gathers contact information quickly, uploads it into Salesforce, and has it ready to go for their salespeople. It delivers quality contact information for Totango's top targets. "It goes beyond social data, giving us access to real email addresses and phone numbers," says Shannon.

Capture saves Totango's sales reps time from doing data entry so they can focus on building prospects. "It takes the drudgery and the hard work out of data entry and just allows you to focus on your contacts," Martha shares, "It's a huge time saver."

Totango was able to get up and running with Capture quickly and easily. "It's a Chrome Extension, so set up is about 60 seconds," says Shannon. Today, more than half of their sales organization uses Capture.

Shannon adds, "After trying many sales productivity tools, I have never seen anything like Capture."

The Results

"Prior to Capture, Totango was often spending as much as an hour obtaining the contact information of key target buyers. Today, Capture has allowed us to gather this information with one click." – Shannon Murray, Inside Sales Manager, Totango

- Capture reduced rep's contact data research time from 60 minutes to 60 seconds

- Capture saved Totango a minimum of five minutes per Salesforce entry, and as much as 60 minutes per day

- Totango's salespeople now contact prospects sooner, and focus their time on moving the business forward