

DEMANDZEN

CUSTOMER SUCCESS STORY



Spoken
an Avaya company

THE COMPANY

SPOKEN
AN AVAYA COMPANY

Spoken, an Avaya company, is a leading contact center as a service (CaaS) provider that has helped customer-conscious brands deliver innovative experiences for over a decade. Their services have been used by over 40,000 call center agents across hundreds of companies. Having delivered more than 2 billion minutes of service, Spoken is one of the largest, most experienced cloud providers in the world.

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They are paving the way with groundbreaking work in conversational artificial intelligence (AI).



They chose to team with DemandZEN because the agency specializes in the tech industry and because of DemandZEN's work ethic and emphasis on communication.

In early 2018, global communications company Avaya acquired Spoken to jumpstart its move into big data, machine learning, and AI. Arnav Bhatkar, Spoken's senior director of demand, marketing, and sales operations credits DemandZEN's role in Spoken's acquisition.

Spoken's primary goal was in getting their appointment setting machine going in full swing. Ultimately, they needed to get in front of net new accounts.

By their own admission, Spoken had not done any kind of marketing for years. Arnav clarifies: "I'm talking in ten years of Spoken's existence. There was no money spent on marketing or on getting in front of a new customer base." The company was making business only with renewals, and not much else was going on. So for Spoken, it was the very first time they were experimenting with an aggressive demand generation approach.



THE PROBLEM

NET NEW ACCOUNTS

Since nearly all of Spoken's revenue came from their existing customer base, they needed a team that could help them:

- Accelerate and scale
- Get in front of net new accounts
- Increase the number of meetings with prospective customers each week

Additionally, Spoken had a limited internal sales budget and needed a telemarketing team. Had they assembled their own team, the costs associated with hiring new employees, leading extensive training, and providing resources would be infeasible.

THE COMPANY WAS MAKING BUSINESS ONLY WITH RENEWALS.

THE SOLUTION

TEAMING UP WITH DEMANDZEN



“DemandZEN’s cold calling team is very persistent, without being a pest. They have a really good process nailed down: when to do it, how to do it, and how many times to do it.”

—Arnav Bhatkav, Spoken’s senior director of demand, marketing, and sales operations

Spoken’s CEO was referred to DemandZEN’s demand generation and appointment setting services by a former colleague. The Spoken team tested three agencies at once, but when DemandZEN scheduled meetings on their first day, they knew which team they wanted to work with. “There was an immediate understanding on the DemandZEN side,” says Arnav. “The onboarding was easy — we tested DemandZEN against two other agencies and they came out the clear winner.”

DemandZEN’s core values drove the agency’s work:

- **Being honest, open, and effective** at communication through weekly meetings
- **Being flexible and team-oriented** through ongoing lead optimization — DemandZEN reprioritizes and changes methods if data shows that the current strategy isn’t working
- **Owning results** through a strong lead follow-up program

DemandZEN lived out its values every day in working with Spoken and never compromised on great results. They hit the ground running. The agency began cold calling, starting conversations and driving introductory meetings, thereby filling Spoken’s pipeline. This allowed Spoken to focus all of its efforts on closing.

Having external cold callers strengthened Spoken’s internal sales team. When they brought DemandZEN in, they saw their own efforts compounded by DemandZEN efforts. They amplified their work without having to invest in additional technology or undergo a long hiring process. Both Spoken and DemandZEN provided regular assessments and feedback to better qualify leads, such as targeting specific job titles and software requirements.

THE RESULTS

SPOKEN
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Spoken had just two sales development representatives (SDRs) before they signed on with DemandZEN. The company was struggling to set meetings. For them, a team of four to five callers was needed to get their foot in the door. Without DemandZEN's efforts, Spoken saw between 5-10 meetings per week. Once DemandZEN joined, they were setting between 25-30 meetings per week, and the company has continued to grow.

"DemandZEN has done nothing but help us to accelerate and scale. It's been a phenomenal journey thus far. The quality of meetings, the scheduling, the process... Everyone in our company, from sales reps to SDRs, just loves working with the DemandZEN team."

—Arnav Bhatkav

The entire DemandZEN team has a hunter mentality," says Arnav, "and they love hunting down leads. They know exactly where to find the right person, get their information, ensure a meeting is scheduled, and confirm the meeting." DemandZEN's persistent nature and tight lead follow up process even prompted Spoken's CMO to ask DemandZEN's team to train their sales representatives.

"We needed to build our customer base," says Arnav, "so we wanted a team that was hungry. We want people who can go out with their hunter mentality, kick doors down, go in, find the right person, sit down, and talk to them. And that's what we got with DemandZEN."

Spoken had a pre-existing partnership with a technology company called Avaya before DemandZEN came on board. DemandZEN's telemarketing team noticed when Avaya customers were looking at different solutions, and alerted the Spoken team. In turn, Spoken reached out to Avaya, who quickly came to view both Spoken and DemandZEN as strong allies to their brand. "It was an eye-opener for Avaya. Every time they wanted to talk to their customers or to pitch anything new, we were first in the game," remembers Arnav.

DemandZEN played a prominent role in Avaya's acquisition of Spoken in early 2018. "Avaya wanted to acquire us for our technology and for the fact that we're always ahead," says Arnav. "We're ahead of them, ahead of the competition, and in touch with their customers."