

## EBURY

Ebury is a rapidly expanding FinTech company with sales doubling year-on-year. A trusted partner for SMEs, Ebury provides a unique combination of lending, currency and payment solutions and works with over 12,000 clients around the world. Today it employs over 350 people in Amsterdam, London, Malaga, Madrid and Warsaw. With £83m of funding secured in 2015, Ebury is one of the most invested in European FinTech businesses.

### BOOST PRODUCTIVITY:

**30% Growth in  
Numbers of Calls Made**

### INCREASE REVENUE:

**£120,000 in Additional  
Revenue Due to Quicker  
Wrap Time, Ease of Use  
and Gamification**



# Ebury

## Ebury Accelerates Sales with Vonage Contact Center for Salesforce

Ebury employs a unique business model for the FinTech industry. Instead of solely relying on inbound marketing to reach difficult-to-reach SME customers, Ebury makes outbound calls directly to potential clients. "Our growth has come from identifying the right companies to call and contacting them in a proactive way," said CTO Toby Young.

With half the company in sales positions, this model has proved incredibly effective, but the business "wanted to make it really easy and efficient for a salesperson to make a call and ensure they were calling from inside a CRM system," said Young. Ebury also lacked visibility of the sales process across its different jurisdictions—the U.K., Spain, The Netherlands and Poland—slowing the business's progression. Ebury needed a cloud-based sales process to further accelerate its growth.

*"The best outcome of the system is transparency across the sales estate. It's easy to drop in and out of the call. It's faster to educate and get junior sales teams up to scratch."*

- Toby Young

Chief Technology  
Officer | Ebury

## A High-Tech Sales Acceleration Stack Using Vonage and Salesforce

Vonage Contact Center for Salesforce puts a single reporting engine at the heart of the business. Ebury can now compare and understand performance across the global sales team. Managers can cut call data in thousands of ways, giving Ebury better information for decision-making with real-time dashboards to improve conversion rates and increase sales. Sales reps now work entirely within Salesforce, seeing all conversations, call recordings and activity histories with clients and prospects, leading to more successful conversations.

### RESULTS

#### Automatic Call Logging Saves Valuable Time

Vonage Contact Center for Salesforce reduces the time it takes for the sales teams to meet their targets. Ebury uses predictive data analysis to track prospects and select the right individuals for the sales team to call. All calls are immediately and automatically logged against the activity in Salesforce so agents have more time to prepare for the next call, improving success rates.

#### Easy-to-Access Call Recording Boosts Training

The Vonage cloud platform gives all employees easy access to call recordings, an FCA requirement that is also vital to improving the performance of individual salespeople. Sales reps can understand what is required to be successful and Ebury can replicate top performers quickly. Flexible caller line identification (CLID), which displays a local number when calling prospects, "has significantly increased the answer rate and gives customers more confidence," Young said.

#### Simplified Office Move Helps Ebury Keep Growing

With the help of Vonage Contact Center for Salesforce customer and partner Exponential-E, and Vonage's pure cloud delivery, Ebury's office move was delivered seamlessly. Over 150 phones and employees were consolidated into a single location, two new circuits were installed and new networks implemented. All Vonage Contact Center for Salesforce users had to do was sign in and they were able to get to work immediately. And now, there's one simple number for Ebury's 12,000 existing customers to call and they are routed straight through to their account manager, improving customer experience.



Vonage is redefining business communications once again. We're making communications more flexible, intelligent, and personal, to help enterprises the world over, stay ahead. We provide unified communications, contact centers, and programmable communications APIs, built on the world's most flexible cloud communications platform.