CleanTelligent Success Story

SaaS company increases its close rate by 20%

consensus
Drive agreement. Drive sales.

Consensus helped CleanTelligent, an international Software as a Service (SaaS) company, increase its sales close rate by 20%.

The Customer // CleanTelligent

CleanTelligent offers quality control software for janitorial services companies. Building services contractors use CleanTelligent as a communications hub to efficiently coordinate their cleaning operations and to prove contract compliance, boosting customer retention when janitorial contracts go up for bid every few years. CleanTelligent Software has dedicated over 15 years to advancing quality control for Building Service Contractors and helps companies target the following 5 areas:

- New Business
- Mobility
- Retention
- Productivity
- Quality

The Challenge // Getting Buying Panel Consensus and Managing Expectations

CleanTelligent was running into many obstacles and inconsistences that made some customers mistrust their software.

Problems included:

- Spending too much time coordinating buyers' schedules.
- Giving repetitive product demos that weren't catered toward individual concerns.
- The overall product story was inconsistent from one sales rep to another.

The Solution // Quality Inbound Leads and Grow Sales Without Adding Headcount

CleanTelligent reported that they would have to hire two full-time employees to do the equivalent work of Consensus. With Consensus, CleanTelligent was able to qualify the same number of inbound leads, give outbound leads a convenient and personalized product overview, and gather buyer analytics.

Additionally, Consensus effortlessly aligned CleanTelligent's sales and operations with customers' needs and expectations, helping the company pair each customer with the right tier of support. This alignment helped ensure customer satisfaction for CleanTelligent, a monthly subscription service that customers can cancel at any time.

Consensus Helped:

- Increase Qualified Leads from Their Website
- Discover, Educate, and Engage the Buying Panel Early
- Increase Sales Productivity
- Reduce Cost of Sales
- Tell a Consistent Product Story that Built Customer Trust

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