

Xobni's social email features unlock valuable sales opportunities

Managing Email Contacts at WebEx

To stay on top of their game, the WebEx Sales team continuously looks for products that give them a competitive advantage. Inundated with email and phone calls, David Chao and his team turned to Xobni to increase productivity and unlock the invaluable information in Outlook.

Email Overload

As a manager of a virtual sales team at Webex, David is married to Outlook. When asked about the state of his inbox he remarked: "Right now I have 1700 emails in my inbox and countless others sitting in one of a 100 folders." Before Xobni, a search for a particular file or email often took 10 minutes or more. With time in short supply David is always on the hunt for ways to increase his team's productivity and leverage new technologies.

Lightning-Fast Search and Adoption

When David heard about a new tool that solved Outlook search he tried it out immediately. "The first thing I noticed was how easy it was to use. The interface was intuitive and I could find any email instantly based on just a name and keyword."

David sent the word out to his team to try Xobni and shared it with his friends in client services. Soon after, news of Xobni spread beyond Sacramento to other sales offices.

David credits the rapid adoption to its value proposition: "It's a super easy-to-use app with lots of upside and usability. What's not to like? After seeing Xobni in action, I would say that 95% of the time that same person will download Xobni when they get back to their computer."

"Would life go on without Xobni? Sure, but our productivity will suffer and we will inevitably miss sales opportunities."

-David Chao, Sales Manager, WebEx

Social Features Close More Sales

Then, last November, Xobni transformed into a lead qualifying machine with LinkedIn and Hoover's integration. "We often send mail merges to prospects and performing triage on all the responses can take a long time," Chao said. "With Xobni's new social features I can instantly qualify the lead via geography, title and company by just highlighting their name."

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About Cisco WebEx:
WebEx is the leading provider of web meetings, also known as web conferences.

Industry:
Computer Software

Number of Employees:
5,000