



# novocall

SME DigitalFest 2020 - Sales Alignment in Covid-19



# About us

2,000+ Businesses

43 Countries Supported

100,000 Call-backs connected

## As Seen On



THE BUSINESS TIMES



BUSINESS  
INSIDER



## AWARDS & GRANTS



Business Innovation  
Fund Recipient



UOB Finlab Cycle 3,  
Thailand, Malaysia,  
Singapore



Featured as Product  
of the Day



# What do you need to align?

Expectation - Business is-not as usual for most. Consumer behaviour and market have changed, some permanently. Accept reality and adjust sales strategy/target.

Timeline - It will be slow and hard. Accepting this will allow you to plan accordingly. [Most planned for 2021]

Customer - Double down on your winning customers. Limit your losses.

Platform - Go to where your customer is. Customers literally cannot go to you.

Processes - Marketing, sales, fulfilment and many processes may no longer work due to disruption and work from home arrangements.



# Where do you belong?

## Losing

80-100% revenue drop

Tend to be in categorised under non essential

Travel Agencies

Aesthetic Clinics

B2B construction equipments

Hotels

## Manageable

10-20% revenue changes

Some companies in this vertical may be winners/losers depending on their niche

Logistics

Education

Paediatric Clinics

Marketing Agencies

## Winning

200-500% revenue increment

Tend to be in essential or sell online

Credit Repair

Online Alcohol Delivery

Medical Devices Distributor



# What are other business owners doing?

## Losing

They hope to recover much faster when economy return to normalcy.

Tap into increased government grant (e.g EDG) to start on big projects (4-8 months) to improve their processes that were costing them money.

Sent employees for training.

## Manageable

They are cautious with their cost and wary of becoming non-essential.

Tap into increased government grant (e.g EDG) to try small projects to enable them to tap into new market.

## Winning

They are cautious with their investments and hiring.

Tap into increased government grant (e.g EDG) to try implement projects due to the increased operational need.

SGUnited Traineeship Programme - Hire graduates at 1,800-2500 SGD, No CPF, Govt pay 80%.



Sales is the lifeblood of all businesses.



# All sales begins with a conversation.

## One Way

1. Ads
2. Blog
3. Article
4. Video
5. Picture
6. Podcast

## Two Way

1. Email
2. Messaging
3. Call
4. Livechat
5. Meeting
6. Live Webinar

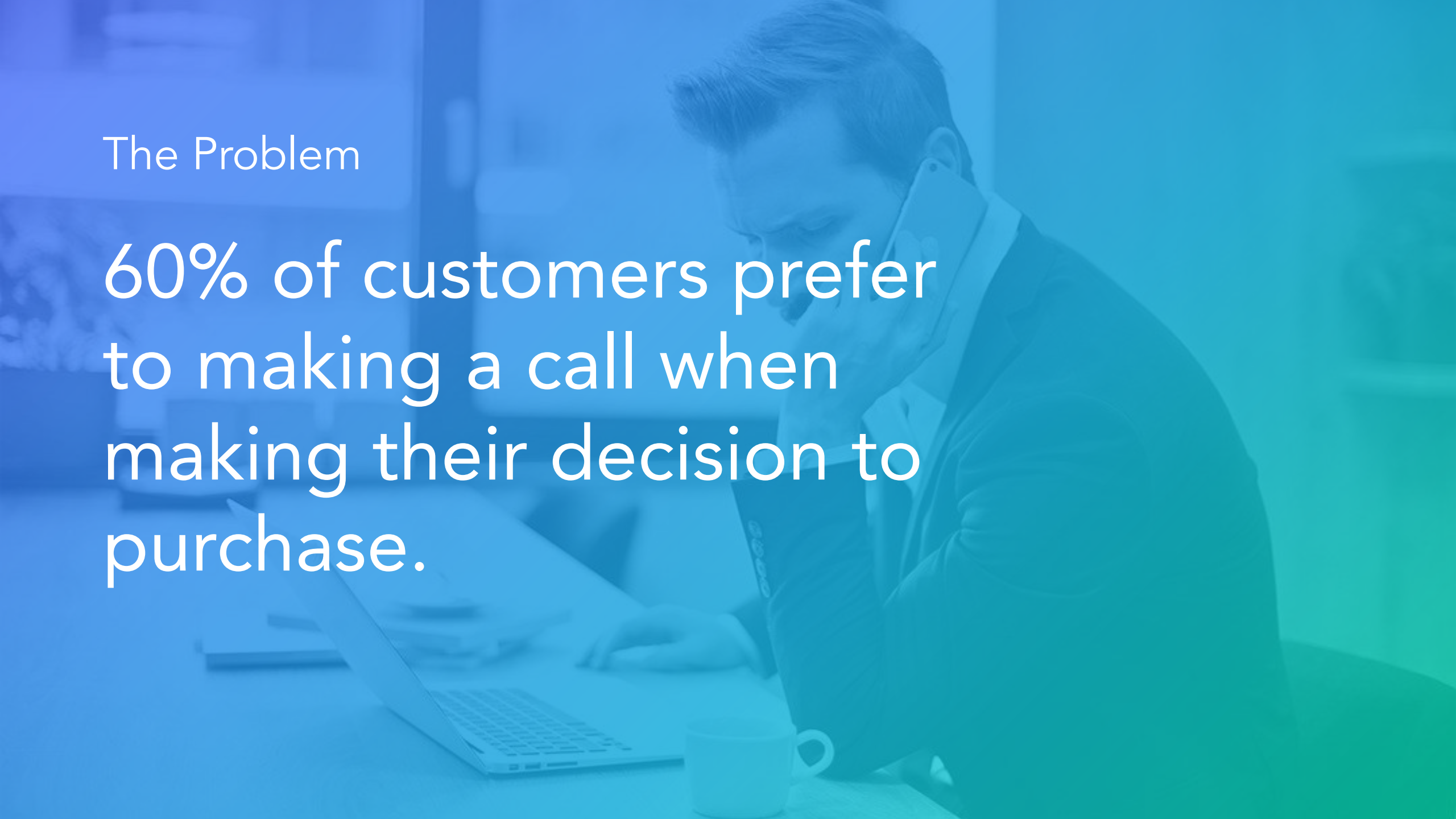


# novocall

Conversational Sales Automation Platform

## The Problem

60% of customers prefer to making a call when making their decision to purchase.





## The Problem

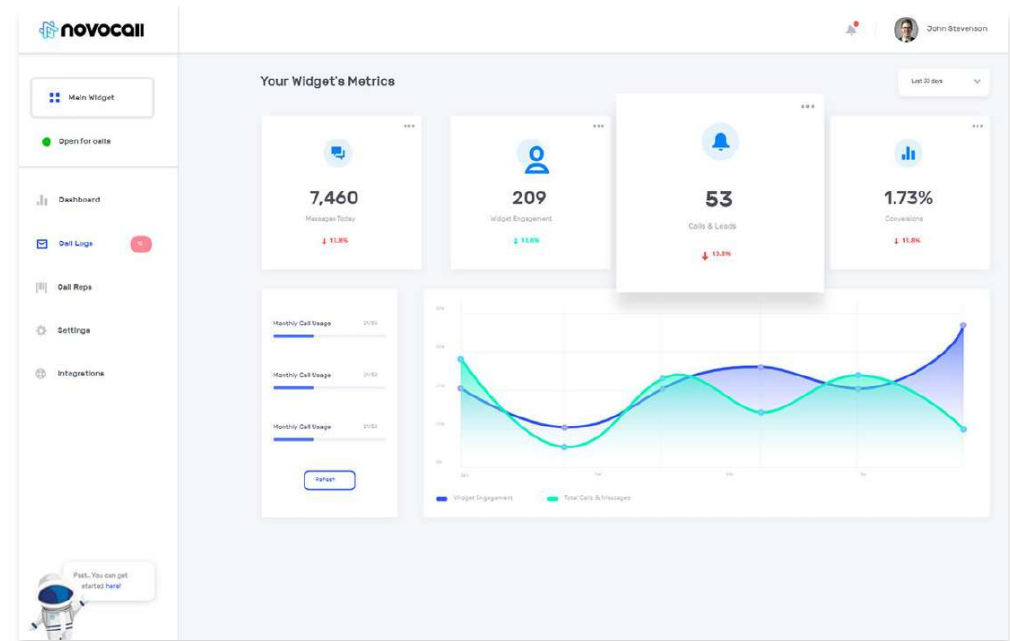
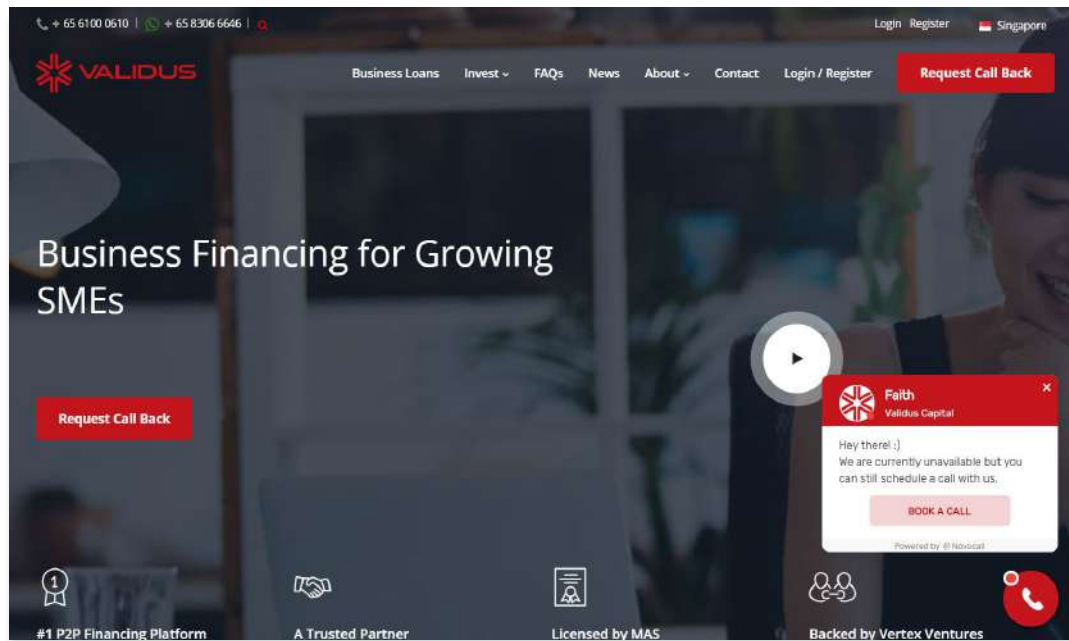
63% of customers give their business to the company who respond to them first.



# CONVERSATIONAL SALES AUTOMATION SYSTEM

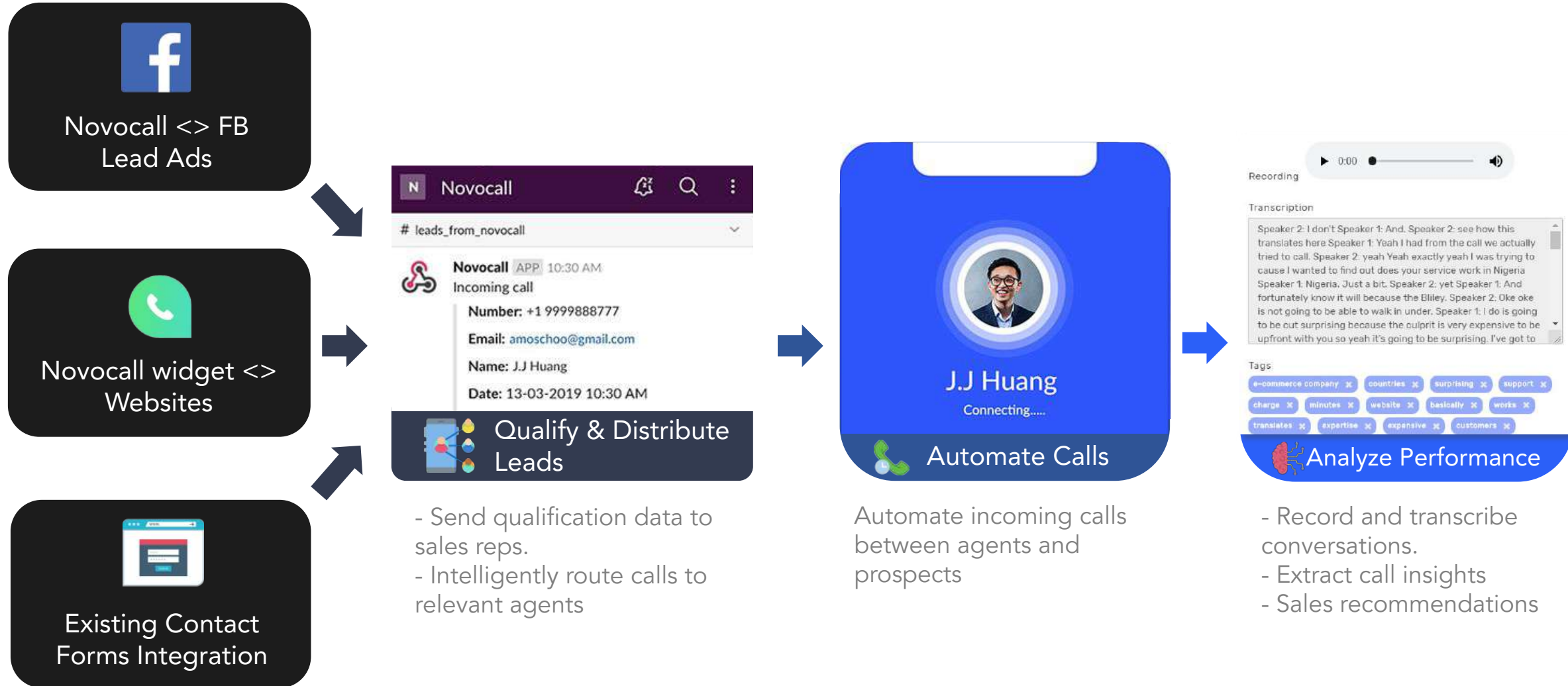
Novocall's system instantly routes sales calls to salesperson's phone.

- Improve sales conversions by 30%
- Reduce response time by 45%





# Sales Call Automation and Qualification



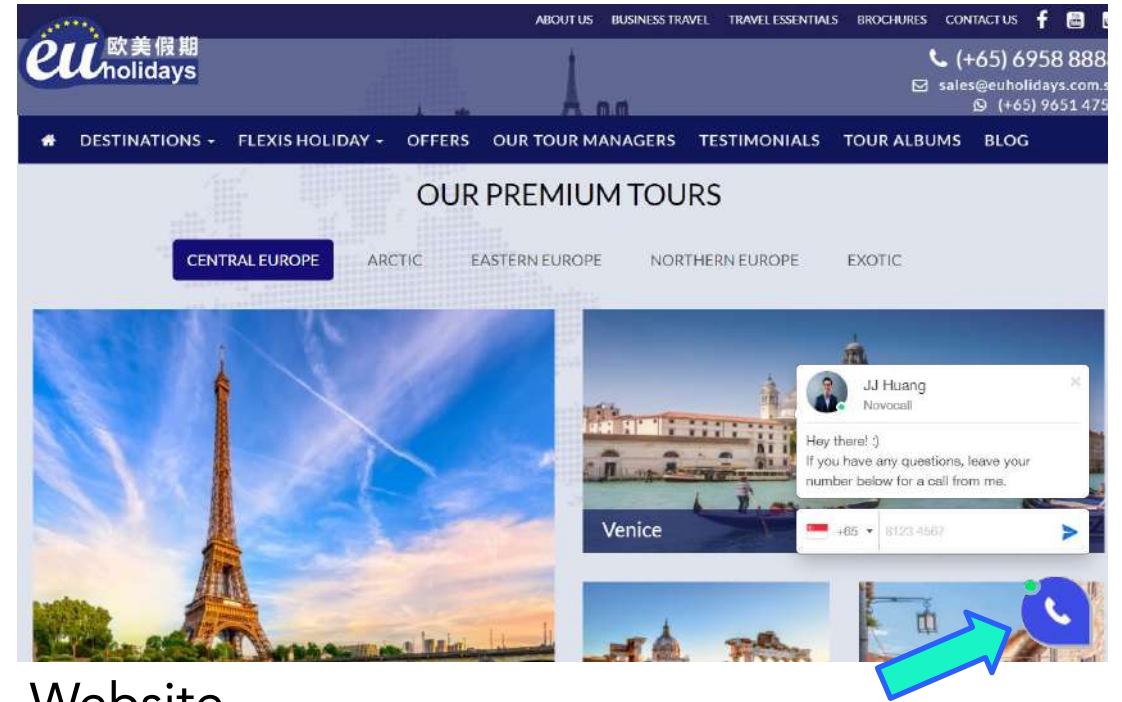


# How It Works: EU Holidays

EU Holidays is an outbound travel agency in Singapore.

## How They Get Online Customers:

- Website
- Online ads > Website
- Online ads > Facebook lead form



Website

Please fill info

What time would you like a call?

Email

Full name

Phone number

By clicking 'Submit', you agree to send your info to Novocall who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#). [View Novocall's Privacy Policy](#).

Facebook  
Lead Form

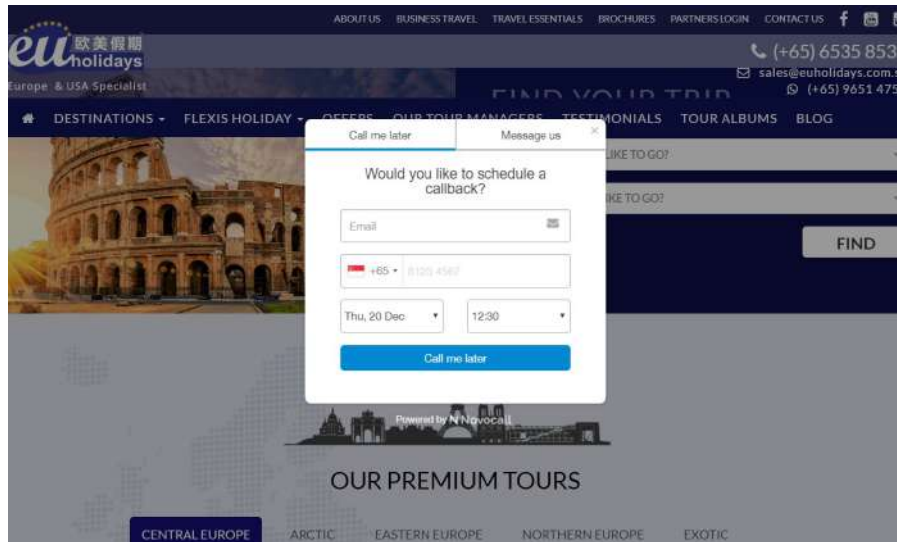


# How It Works



Amos

1. Customer (Amos) browsing on their website or Facebook lead ad.

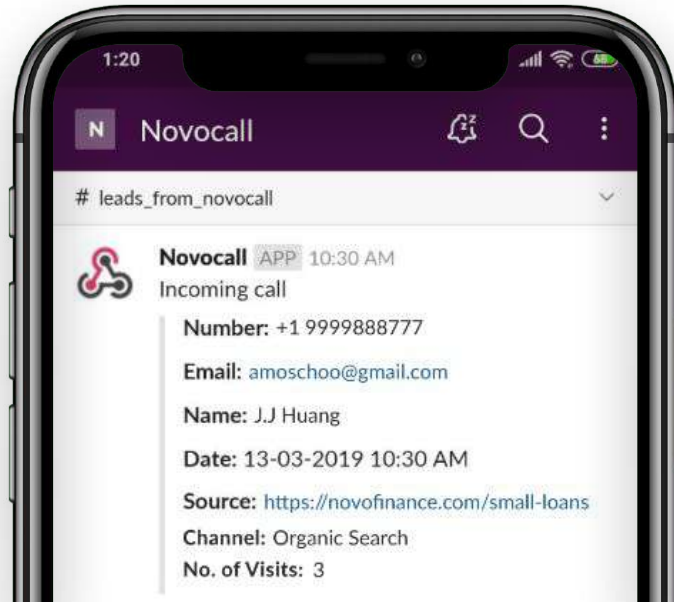


2. Novocall widget appears.

- Amos is interested in 'Japan Tours'.
- He fills up your form.



# How It Works



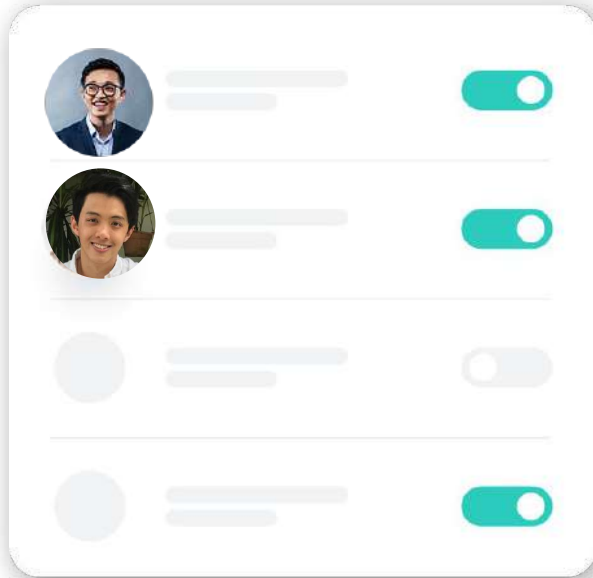
3. Our system sends Amos's information to your sales staff, in the 'Japan Tours' department.

4. At the same time, a call is instantly routed to your salesperson's mobile phone in 20 seconds.





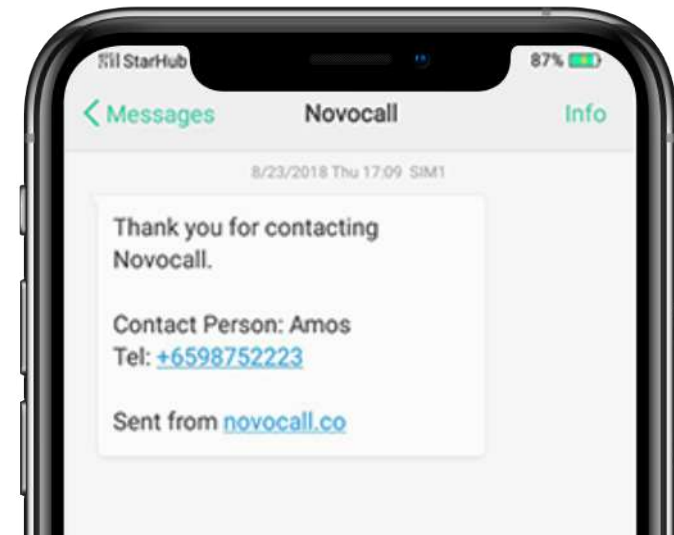
# How It Works



5. Busy or no answer?

Our system reroutes to the next available salesperson in seconds.

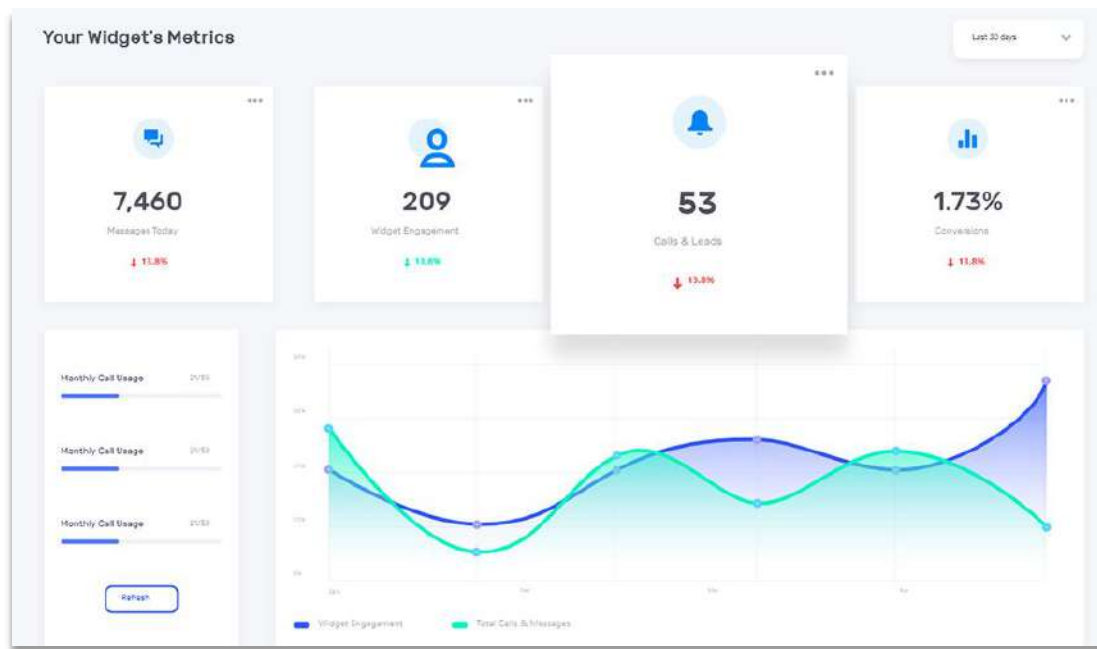
6. After the call, your customer will receive a personalized SMS automatically.





# How It Works

- Call Tracking: Get insights to call conversions of marketing campaigns
- Dashboard: View lead info, call recordings, transcriptions and customer journeys



**Call Details**

172.68.189.184

What are you interested in?  
Partnerships

Recording: 0:00

**Transcription**

Speaker 1: Closer Jason Speaker 2: Intriguing. Speaker 1: a ham hug from the call I thank you so much is a shot that is the take of the car. Yeah Speaker 2: You know. I just sat down and saw it so. I didn't realize you were from Singapore so. Speaker 1: yeah all right fine fine fine I mean because the whole system. So it's OK. Yeah actually would you rather think I had office would you rather take a video call they can

**Tags**

marketing agency × fine fine × people call × schedule × customers × integrate × partners × service × campaign × question × realize × office × arrange ×





# Results

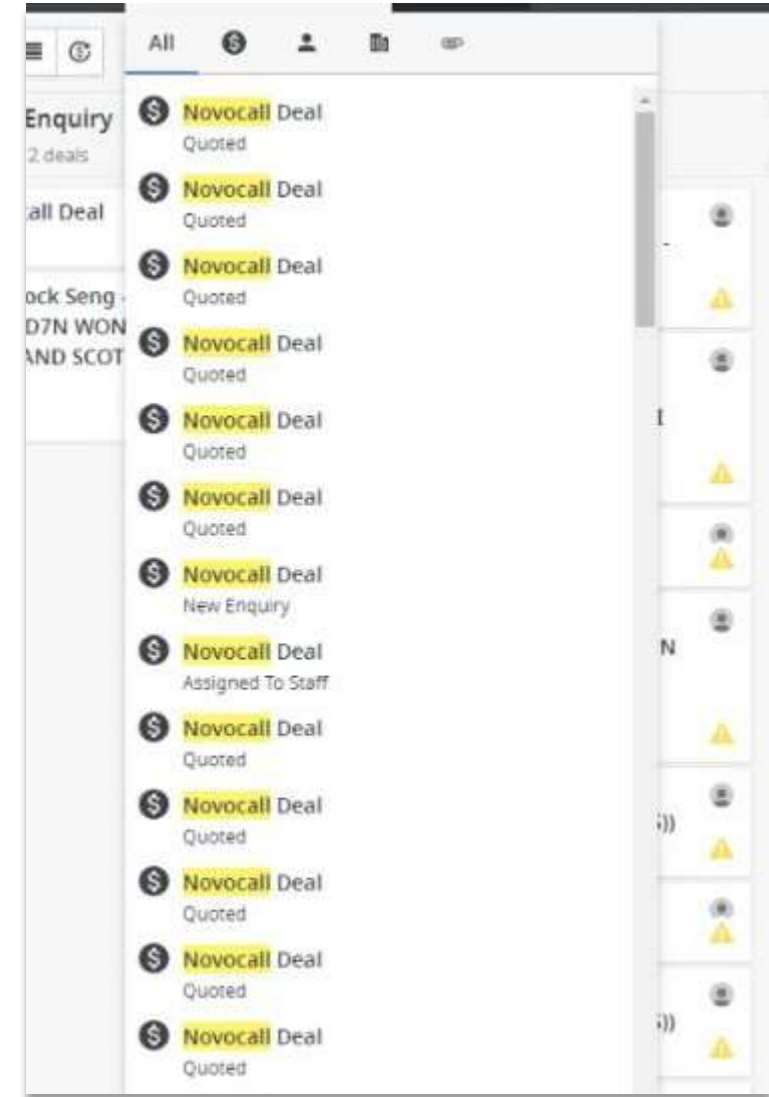
After implementing Novocall, EU Holidays increased their sales calls by **100+** in 1 month and reduced their response time by **20%**.

- **100+** calls generated
- **20%** reduction in response time
- **23%** increase in sales opportunities

**pipedrive**

**Google**  
AdWords

**facebook** Ads



A woman with long dark hair, wearing a light-colored blazer, is holding a mobile phone to her ear. The image is overlaid with a semi-transparent blue gradient. The text is centered on the left side of the image.

# All-in-one Messaging

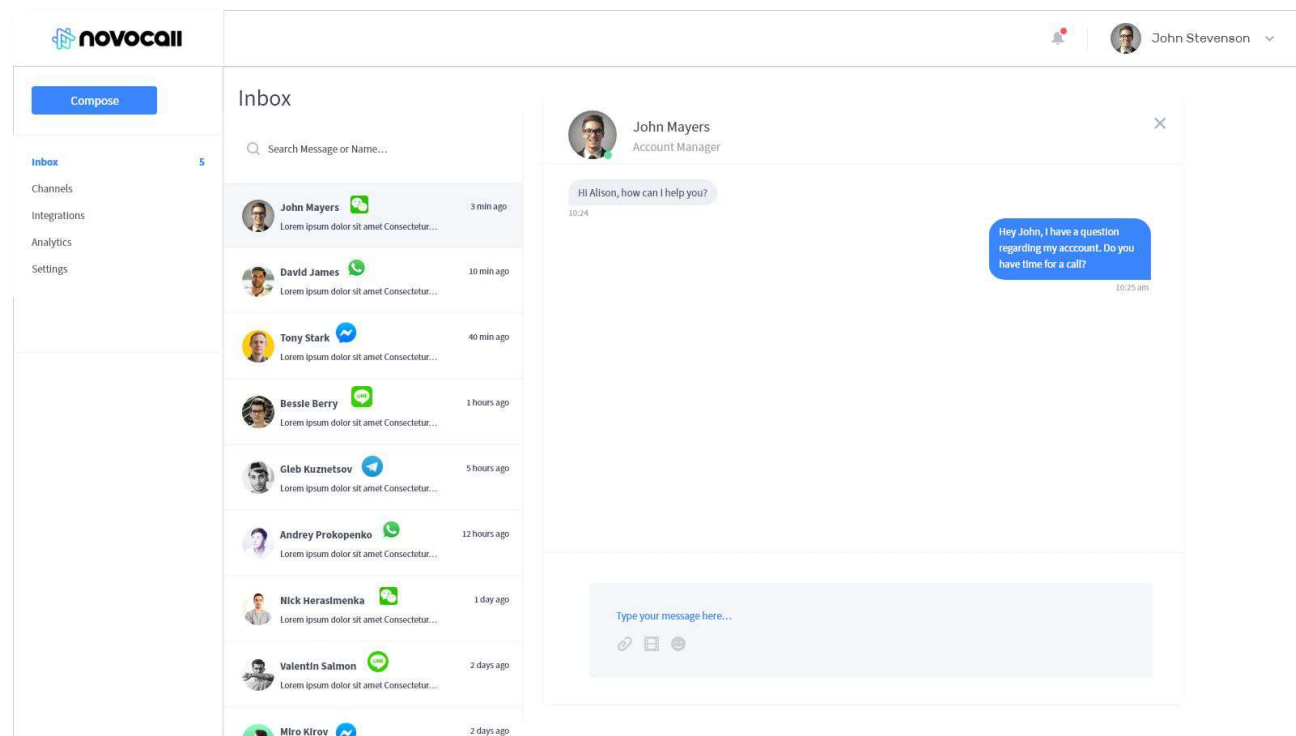
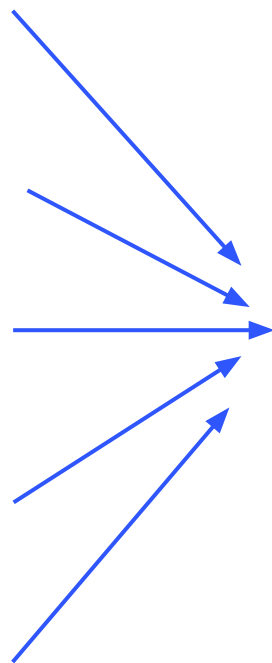
A unified inbox for your multi-channel communication



# All-in-one Messaging

## What is it?

A dashboard where messaging apps (such as Whatsapp, WeChat, QQ, Line, FB Messenger, Telegram) are unified under, for agents to continue conversations with potential customers across multiple messaging channels.





# All-in-one Messaging

## How it works?

- After leads are received, call reps can start and follow up on the conversation within Novocall.
- Provides a birds-eye view team lead to view and monitor team performance.
- Automate follow up/appointment booking via messaging.

**\*\***For Whatsapp, Company would have a separate business owned phone number, which allows the company to keep the conversation going even after the employee left.

Compose

Inbox

5

Channels

Integrations

Analytics

Settings

## Inbox

Search Message or Name...



**John Mayers**


3 min ago

Lorem ipsum dolor sit amet Consectetur...



**David James**


10 min ago

Lorem ipsum dolor sit amet Consectetur...



**Tony Stark**


40 min ago

Lorem ipsum dolor sit amet Consectetur...



**Bessie Berry**


1 hours ago

Lorem ipsum dolor sit amet Consectetur...



**Gleb Kuznetsov**


5 hours ago

Lorem ipsum dolor sit amet Consectetur...



**Andrey Prokopenko**


12 hours ago

Lorem ipsum dolor sit amet Consectetur...



**Nick Herasimenka**


1 day ago

Lorem ipsum dolor sit amet Consectetur...



**Valentin Salmon**


2 days ago

Lorem ipsum dolor sit amet Consectetur...



**Miro Kirov**


2 days ago

Lorem ipsum dolor sit amet Consectetur...



John Mayers  
Account Manager



Hi Alison, how can I help you?

10:24

Hey John, I have a question  
regarding my account. Do you  
have time for a call?

10:25 am

Type your message here...





# All-in-one Messaging: Use Case

Many business emails as follow-up after a call. However, we see that WhatsApp and other messaging apps becoming more popular for businesses to follow up with their customers.

- After the initial call, agents can follow up through WhatsApp, WeChat, Line.
- Useful for potential customers in other regions that use different messaging channels.
- All messaging conversations are logged, kept track of. Managers are able to monitor agents' performance.



# All-in-one Messaging: Expected Benefits

	Current		All-in-one Messaging		Benefits
First Response	Hours	➡	>5 mins	➡	Response Time
Lead Management	Time-consuming	➡	Organised	➡	Less time-consuming
Communications	Single channel	➡	Multi-channel	➡	Increased engagement
Sales Effort	Manual	➡	Automated	➡	More time for sales



# Mobile App

A sales-driven mobile app for more effective sales agents

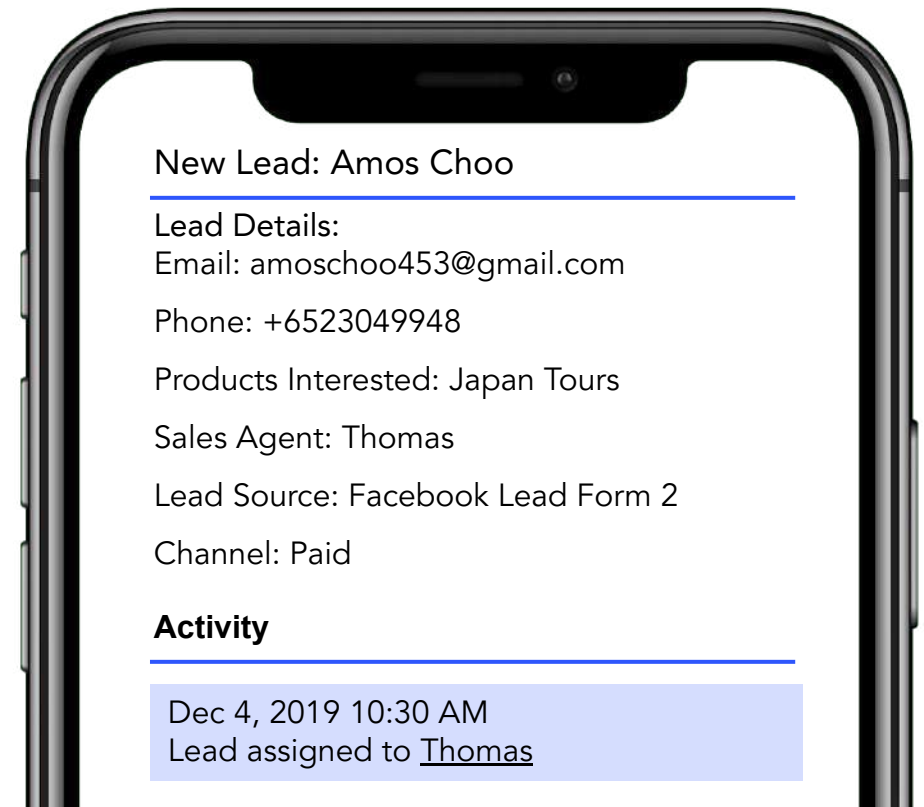


# Mobile App

## What is it?

A mobile app for your sales agents to

- Capture incoming sales leads
- Qualify leads
- Respond and engage customers faster
- Follow-up leads more easily





# How It Works?

- Calls: Make & receive calls within the app
- Lead Qualification: Receive lead qualification information within the app, before taking action or disqualifying lead.
- Routing: Able to route leads to relevant agents
- Trackability: Recording all interactions and actions of sales agent. Records stay within the company even after the agent resigns.
- Sales Follow-up: Agents see their booking and upcoming scheduled calls in their calendar integrated app.



# Mobile App: Calls

## Calls:

- Make & receive calls within the app.
- No prevailing minutes charge to agents' or company's mobile phones.

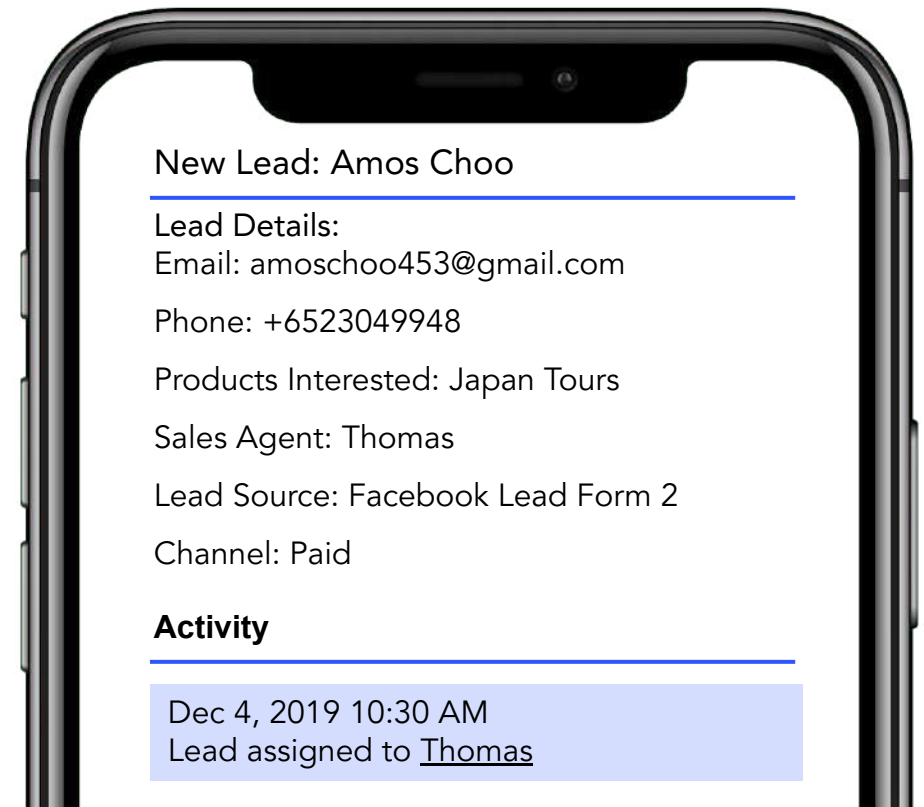




# Mobile App: Lead Qualification

## Lead Qualification:

- Receive lead qualification information within the app, before taking action or disqualifying lead.

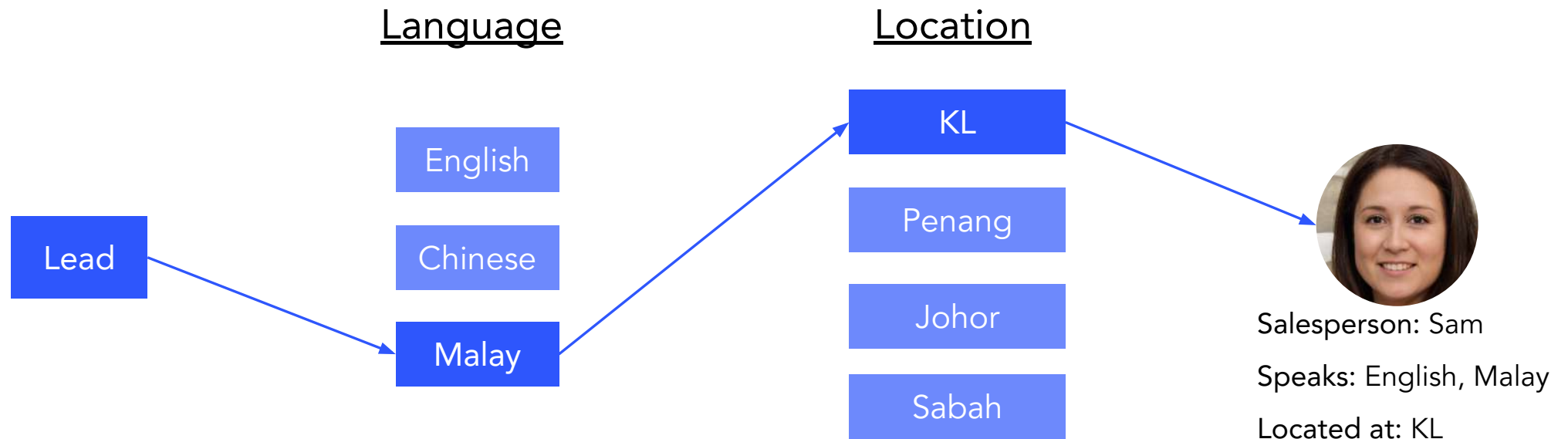




# Mobile App: Intelligent Routing

## Multiple Filter Example:

- Tong (Lead) visits Company A website.
- Company A asks what language he speaks -> Malay
- Company A also asks where he is located? -> KL
- Jon's lead information is sent to the branch in KL, and sent to the sales staff that can speak English.

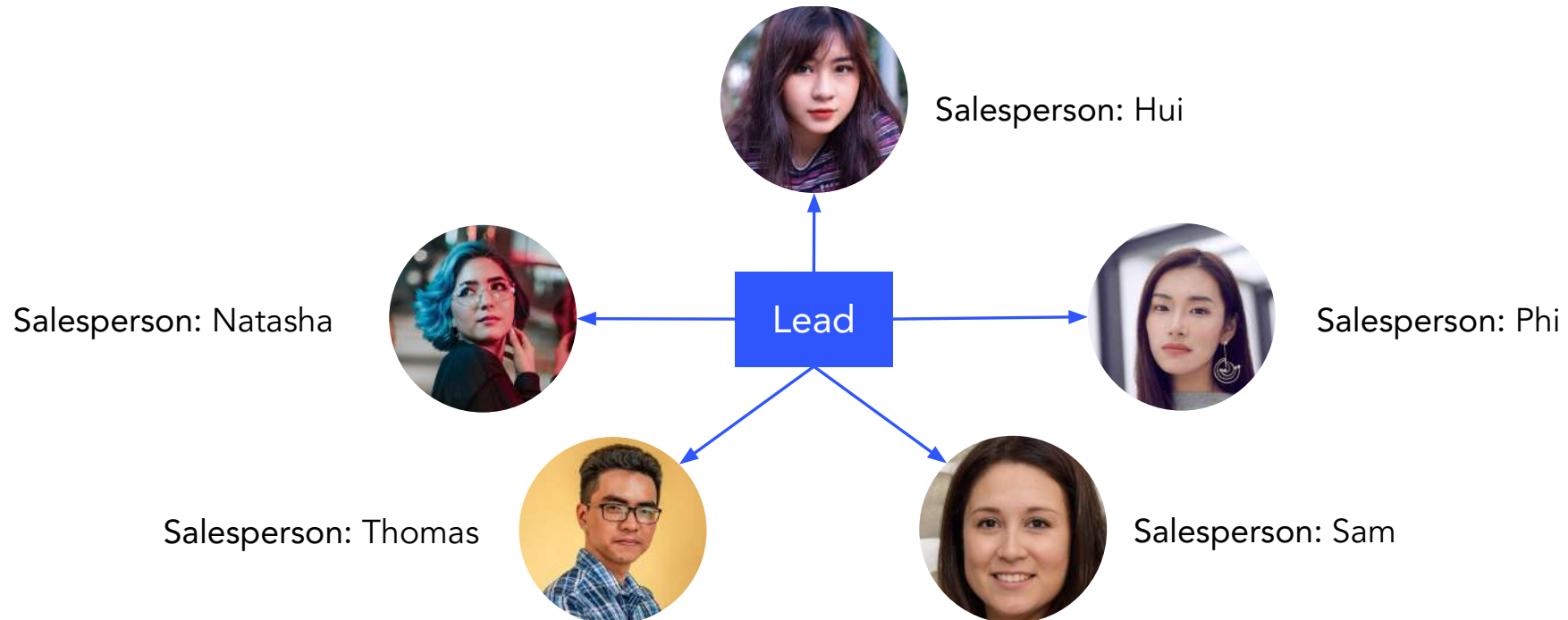




# Mobile App: Intelligent Routing

Broadcast 'Grab'-style Example:

- Jon (Lead) visits Company A website, and submits lead details.
- Sales staff (Hui, Phi, Natasha, Thomas and Sam) are all available
- Lead is sent to all 5 salesperson.
- Sam, being the fastest, clicks and gets the lead information.
- The onus is on her to follow-up and convert the lead.





# Mobile App: Trackability

## Lead Trackability:

- Recording all interactions and actions of sales agent.
- Records stay within the company even after the agent resigns.

Call Details

172.68.189.184

What are you interested in?

Partnerships

Recording

0:00

Transcription

Speaker 1: Closer Jason Speaker 2: Intriguing. Speaker 1: a ham hug from the call I thank you so much is a shot that is the take of the car. Yeah Speaker 2: You know. I just sat down and saw it so. I didn't realize you were from Singapore so. Speaker 1: yeah all right fine fine fine I mean because the whole system. So it's OK. Yeah actually would you rather think I had office would you rather take a video call they can

Tags

marketing agency ✕ fine fine ✕ people call ✕ schedule ✕

customers ✕ integrate ✕ partners ✕ service ✕

campaign ✕ question ✕ realize ✕ office ✕ arrange ✕

Activity

Calls Schedules Messages

+000000000000 Answered

irmayunita.com/ Irma dd-mm-yyyy hh:ii

Detail

+000000000000 Failed

irmayunita.com/ Irma dd-mm-yyyy hh:ii

Detail

+000000000000 Answered

Home Call Reps Leads Inbox Account



# Benefits

	Current System		Novocall
First Response	1 day - 1 week	➡	Less than 20 seconds
Lead Management Approach	Record-based	➡	Action-based
Sales Team	Reactive	➡	Proactive
Marketing Campaigns	Lead driven	➡	Sales driven



# TimeSync

Sales Productivity Tool for Remote Sales Team




# TimeSync: Meeting Scheduler

## Lead Trackability:

- Recording all interactions and actions of sales agent.
- Zero Mistakes/Misses.

[Installation](#) [Settings](#) [Qualifications](#) [Integrations](#) [Appointments](#)

 **Event Details**  
What event is this?

**Event name**  
What your event is called. e.g. '30-min meeting'

Book a 15 Min Novocall Demo

**Event description**  
More details about your event.

**B** **U** **I** **S** **Q** **Q** **Q**

Learn how our software can supercharge y our marketing conversions. <https://us04web.zoom.us/j/4424664923>

**Location**  
The location where the meeting will take place. How are you connecting with the person?

-

[Advanced Settings](#)

**Displayed name**  
The name that will be displayed on the bookings page

Jionghan

**Notification email**  
Notifications will be sent to this email

jionghan@novocall.co



# TimeSync: Qualify Leads

## Leads Qualification:

- Customised Questions for customers before booking a call.
- Filter unqualified leads from booking a time with you.

### Book a 15 Min Novocall Demo

[Installation](#)[Settings](#)[Qualifications](#)[Integrations](#)[Appointments](#)

#### Qualification Settings

Set up question flow before directing user to make a booking

Enabled

Users will have to answer the questions before continue to booking page

☐ OFF

First question

This is the first quesiton for qualification

-- Select --

\* Create question to enable settings

Submit

#### Questions

Add Question



# TimeSync, intelligent scheduler built for remote meetings.

Launches 28/04/2020, 4:00am UTC

Find out more at: [novocall.co/timesync](https://novocall.co/timesync)



# Our customers love us

We're currently the best reviewed callback software on Capterra

- More than 100 5-star reviews
- Top 10 upcoming lead generation software by SoftwareWorld



*"We saw an increase of +55% from Novocall conversion. Some of them were pleasantly surprised to get connected so quickly."*

Validus Capital – Financing Company with Series B \$20M



*"Novocall is a game-changer. It increased our sales response by 15% and we generated extra 100+ calls every month."*

EU Holidays – Top 5 Travel Agency in Singapore



*"Novocall is an extremely cost effective solution. We gained an extra 90 sales calls per month!"*

Supertripper – Corporate Travel Software with 3,500 businesses



*"Our leads and sales calls jumped by 50% right after using Novocall. Simply powerful."*

Exabytes – Hosting, Domains & Marketing Company with over 100,000+ customers



# We integrate tightly to business tools

## Ad Platforms



## CRMs



## Work Processes



## Calendar



## Communications

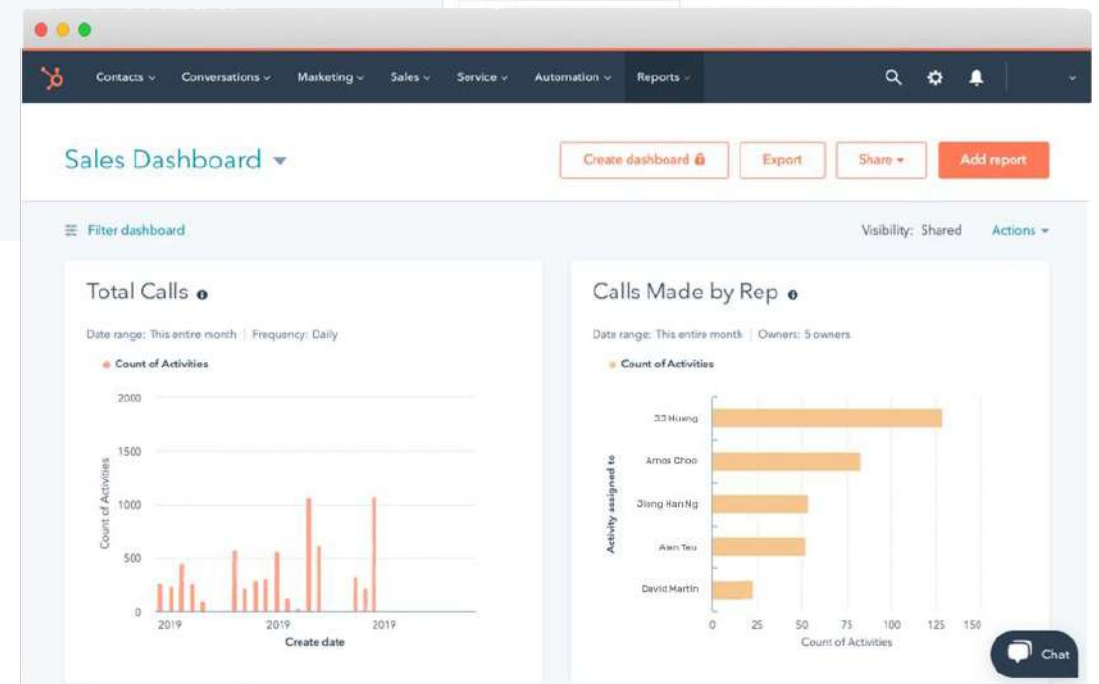
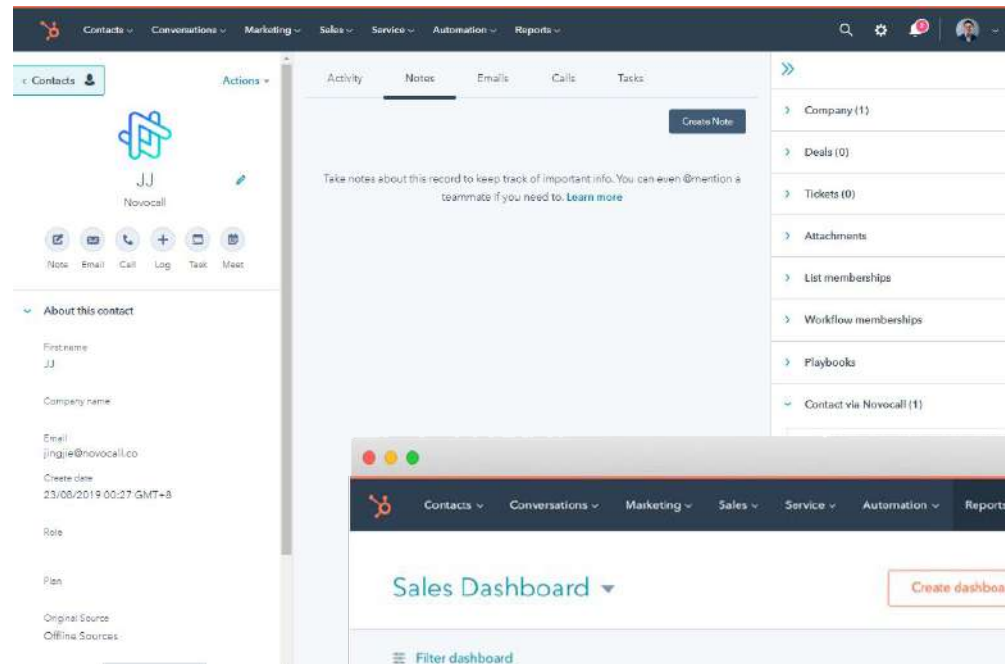




# ... and CRMs



- Callback your inbound leads via Novocall.
  - Log callbacks into Hubspot automatically.
  - Full overview of contact before making the call.
- 
- Report on call activity, call duration, call statuses.
  - Report on call reps.
  - Native call reports within Hubspot's reporting tool





..and notable companies are using **Novocall**





# About us

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100,000 Call-backs connected

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BUSINESS INSIDER



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Business Innovation  
Fund Recipient



UOB Finlab Cycle 3,  
Thailand, Malaysia



Product Hunt

Featured as Product  
of the Day



## Conversational Sales Enablement Platform

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