



“No more endless email inbox refreshing or missed leads. With SMS text alerts, Call Loop has been instrumental in boosting our bottom line at SnackNation and we couldn't be happier!” –Amy Coplen, *SnackNation*

Business Challenge

Snack Nation needed to increase our first touch response time for inbound leads. Previously, we had been relying on reports and email alert notifications to the sales team when they were assigned a new lead and reps were not following up with leads as fast as we needed them to be. Furthermore, we were unable to find an SMS tool that both integrated with Marketo and was able to send an SMS message to the account representative versus the lead generated.

How Call Loop Helped

We used Call Loop to send an SMS text message alert to sales reps as soon as a lead was assigned to them. We were able to use the Marketo webhook and ensure that the text message went out exactly when we needed it to.

The Results

It's a proven fact that the faster you call, the higher the close rate. Thanks to Call Loop, our first response time has been cut in half! The reps absolutely love the SMS text notifications letting them know they have a fresh lead. No more endless email inbox refreshing or missed leads. Call Loop has been instrumental in boosting our bottom line at SnackNation and we couldn't be happier!