

# Datarails builds 60% productivity boost for top reps with Orum



**43%**

increase in  
calls, daily

**40%**

increase in  
conversations, daily

**24%**

increase in  
SQLs, daily

## ABOUT THE COMPANY:

Datarails is a financial planning and analysis platform for Excel users that automates data consolidation, reporting and planning, while enabling finance teams to continue using their own Excel spreadsheets and financial models.

## Challenge

### BUILD A SUSTAINABLE PIPELINE OF LEADS AND IMPROVE PRODUCTIVITY OF A SHRINKING TEAM OF SALES REPRESENTATIVES

Datarails has long had a successful calling culture. The majority of their revenue pipeline has always been driven by a call-first sales organization. For three years before beginning to work with Orum, they were generating call lists through manual prospecting and dialing.

The well was beginning to run dry, however, which would've been disastrous for a team that uses phones to drive their bottom line. After testing multiple phone-centric outbound tools, they chose Orum because of rep satisfaction and increased productivity as well as the customer service provided by their Orum Account Executive.

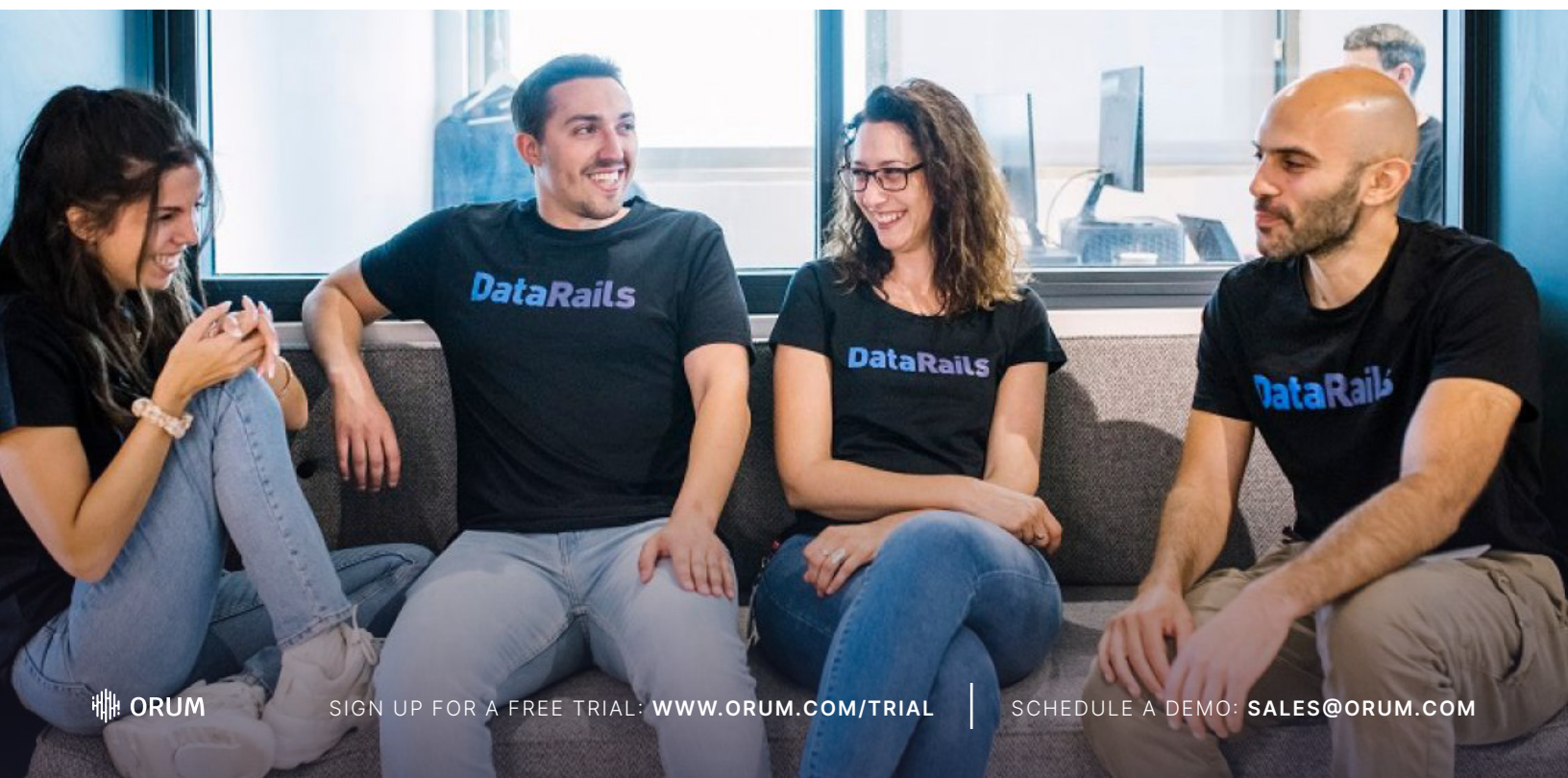
## FEATURING



**Aviv Cananni**  
VP of Marketing



**Yoni Tenzer**  
Director of Sales  
Development





## Solution

Since partnering with Orum, Datarails has seen a substantial increase in productivity, opportunities, meetings, and pipeline. Due to economic realities, they had to shrink their outbound SDR team from ten, leaving only the four top performing reps. Despite this reduction in headcount, their pipeline has remained healthy because of their use of Orum's live conversation platform. Aviv Canaani, VP of Marketing for Datarails stated, "The average meetings went up by 59% for our top four reps and 61% in terms of qualified opportunities per reps."

Aviv noted that these numbers are on top of the initial production that made these the top four reps overall. "Orum is a tool that we took to the existing top performers and made them even better. Orum didn't improve novice level reps 5-10%. It took our top performers and increased their average number of meetings booked by 60%."



“

**The average meetings went up by 59% for our top four reps and 61% in terms of qualified opportunities per reps.**

**– AVIV CANAANI**

Datarails services a massive potential market which means they need to get through leads quickly in order to identify true prospects for their business model. Orum empowers their reps to achieve these goals while remaining energetic and ready when a prospect picks up the phone.

As one rep noted, "Orum lowers the effort to make calls. Last week with Orum I made 1137 calls in 4 days. If I were making these calls manually, my fatigue would be extremely elevated. An SDR must be able to have his last call of the day the same quality as the first. Orum allows me to THINK and PREPARE for each call without having to do with the mechanics."

“

Orum has improved my productivity by increasing the number of calls I can make during the day, improving the pick-up rate for my calls, and giving leads the ability to call me back. Also, Orum has allowed me to divert my eyes from the screen while working, which means I can take less breaks throughout the day while also avoiding straining my eyes.

– DATARAILS SALES DEVELOPMENT REPRESENTATIVE

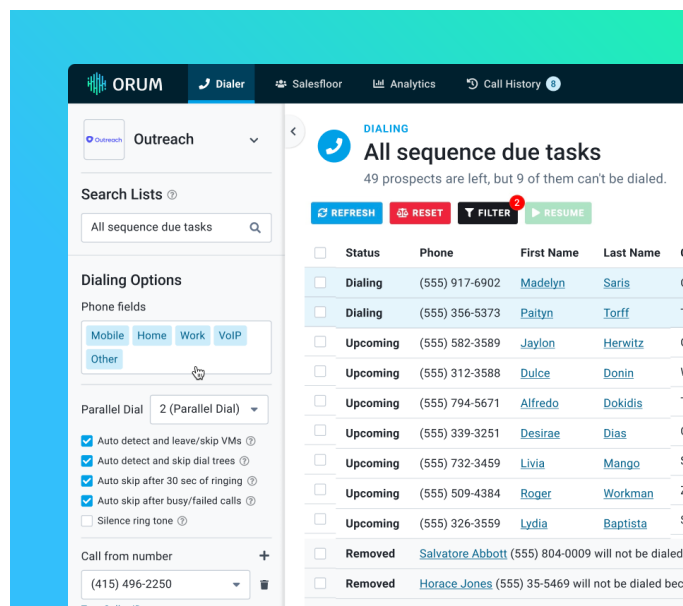
## Results

### A MORE INTUITIVE SALES TOOL

Yoni Tenzer, Director of Sales Development at Datarails noted that their team did trial runs of other outbound sales tools but ultimately determined Orum to be a superior platform. “Overall, Orum was just a much more complete and intuitive platform. Instances that take a single step in Orum take three to four on other platforms.”

Yoni also celebrated the fact that Orum provides cleaner data much more easily than other tools. “It removes bad numbers for us seamlessly. It just makes the overall process quick and easy for our reps.”

They also appreciate the superior customer care and service provided by their Orum Account Executive. “We have monthly meetings to stay connected with our rep. Orum didn’t just give us the software and then lose touch. They keep us aware of every tool and feature within the platform so we can maximize our return on investment. Even when there isn’t anything new to show us, he checks in and makes sure our reps are still prospering.”



Both Yoni and Aviv noted that Orum has been vital in helping them identify trends in their dispositions and call results, helping them better identify potential problem areas.

### THE TRUTH IS IN THE (CALL) DATA

The aha moment for Datarails when determining to add Orum as a service came when their pick up rates started dropping off. Aviv discussed their point of no return. "We've always seen the most success in terms of scheduling meetings over the phone. When those numbers started to decline, it could have been a disaster. We knew we would never see the same type of success through email as we have through calling."

Using Orum, not only did they see success, but they saw it immediately. In the first month after their trial period these are the numbers their team hit:

- 43% increase in calls/day
- 40% increase in conversations/day
- 24% increase in SQLs/day
- 15% increase in Valid Meetings/day

Additionally, reps are finding that Orum is giving them the most valuable resource that can't be replaced - time. As another SDR noted, "I normally work a 10 hour day. With Orum my day is equivalent to 15 hours. My call rate has doubled and with it a fully satisfactory pick-up rate."

For Datarails, sales success is very much a numbers game and, with Orum, their reps are hitting 2,000, 3,000, and, in some cases, 4,000 calls per month. These numbers alone would prove beneficial given their business model, but combining them with the increase in quality discussions and meetings, it's clear why they've been able to continue driving pipeline despite needing to reduce headcount.

