



ConvergeOne

AVAYA

# SALELYTICS THRIVES AS A STANDALONE BPO PROVIDER BACKED BY THE C1CX PLATFORM



**“With ConvergeOne’s assistance, we have the agility and technology we need to rapidly launch new solutions, respond to our customers’ needs quickly, and capitalize on our growth.”**

**— Scott R. Krueger  
Chief Operating Officer,  
Salelytics**

## Customer Challenge

Salelytics ([salelytics.com](http://salelytics.com)) is a leading provider of inside sales and multi-channel communication, with 30+ years of experience, 1,500 employees across 5 offices, and 70 Fortune 100 clients. Salelytics turned to ConvergeOne for support when it was first spun off from its parent company and had to completely start over in terms of its infrastructure, support, and expertise.

The Salelytics team sought guidance as it transitioned into a standalone BPO. “Our parent company was very busy doing its own strategic initiatives,” said Scott R. Krueger, Chief Operating Officer, Salelytics. “Our team’s expertise is in pockets. We did our own application development around CRM and the telephony platform, but we lacked expertise in information security, networking, and data hosting – that was all supplied to us by our parent company.”

Salelytics services over 10 million customer interactions per year. This created a very high-stakes transition with an aggressive timeline. Walking into this new chapter, the Salelytics team had an idea of the business areas it needed support in, but it was not aware of all the back-end details that go into keeping the organization up and running. “We didn’t know what we didn’t know. There were a lot of things that were just provided to us by our parent company, and I don’t think we had an awareness of all the things that we needed to do to stand up our own infrastructure,” said Krueger.



ConvergeOne Cloud Experience  
Customer Success Story

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## Solution

The leaders at Salelytics worked with ConvergeOne's experts and advisors to create a blended solution that allows Salelytics to balance in-house and outsourced expertise and resources.

"We were looking for a true partner, not just a vendor—someone who we could lean on to give us guidance and hold our hand in the process. We were starting fresh in a lot of areas with not a lot of expertise on staff," said Krueger.

When ConvergeOne came on board, Salelytics was working with an end-of-life platform. ConvergeOne upgraded Salelytics to a brand-new ConvergeOne Cloud Experience (C1CX) platform powered by Avaya and managed by ConvergeOne. The new platform provides end users with up-to-date functionality and the ability to smoothly continue operations without feeling any gaps in their experience during the transition off the parent company's platform. ConvergeOne also provided Salelytics with capabilities like call recording, vulnerability scans, security for endpoints, and firewalls.

"We were facing many challenges. One, we were working to unravel ourselves from our parent company. Two, we had to maintain our client connections. Three, we had to stand up our own solutions. We had to balance all of these factors," said Krueger. "I was very pleased with the C1CX solution. One of our clients is a huge financial company, and if the solution was not working properly, they'd have to shut down operations immediately. I was extremely pleased with how smooth the transition went for them."

## Results

Salelytics now has the backbone needed to thrive as a standalone BPO provider, with a solid infrastructure and core functionality. The business is running successfully on the C1CX platform, and Salelytics's internal IT team now has the ability to focus on strategic objectives for their clients in order to maintain competitive advantage.

"This allows us to be strategic now that we have the core functionality up and running and the agility to turn on a dime and implement new solutions quickly," said Krueger. "We're a very agile company. If our clients come to us and need something or want to make changes, we have to respond quickly. That's what sets us apart from similar competitors—we're able to pivot and do whatever our customers ask of us very quickly. With ConvergeOne, I have the ability to provide that to our clients."

Salelytics has signed a multi-year partnership with ConvergeOne, which will allow it to continuously offer cutting-edge solutions to its clients. “We’re continuing to figure out all the different needs we have as we’re being educated on being a standalone company, and we’re asking for ConvergeOne’s assistance. I did not know the vast offerings that ConvergeOne had, and that’s opened this relationship into many different areas,” said Krueger.

## About ConvergeOne

ConvergeOne is a proven, services led, cloud solution provider that utilizes intellectual property and unique methodologies to create value for our customers to develop progressive solutions that connect people with purpose. Over 13,000 enterprise and mid-market customers trust ConvergeOne with cloud, collaboration, enterprise networking, data center and cybersecurity solutions to achieve business outcomes. Our investments in cloud infrastructure and professional and managed services provide transformational opportunities for customers to achieve financial and operational benefits with leading technologies. More information is available at [convergeone.com](https://convergeone.com).

## About Salelytics

Salelytics is a leading provider of inside sales and multi-channel communication. We combine three decades of experience and superior sales methodologies with advanced technology to deliver extraordinary results for our clients. From lead management and team selling, to account management and sole territory coverage, we provide solutions that help our partners drive incremental sales, increase market share and strengthen relationships with their customers. Salelytics’ commitment to excellence has allowed our clients to overcome a variety of common sales challenges across multiple business segments. Our impressive tenure at all levels translates into superior knowledge in selling, customer care, leadership, training, and technology. For more information, visit [salelytics.com](https://salelytics.com).



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