



Using Better Visibility to Make Better Decisions

inContact Boosts Forecast Accuracy



Industry Software

"Our forecast accuracy has improved more than 60% with C9."

Scott Roose

Director of Business Analytics
inContact

About inContact

inContact, Inc. provides the market's leading on-demand customer contact center platform to approximately 600 contact centers across the globe.

Business Challenges

- Salesforce could not provide trending and comparison of pipeline status over time
- Needed to also provide detail behind "What's Changed" and trends for better decision making
- Unable to report across custom objects in Salesforce and produce unified reports across multiple data sets

Solutions

- C9 Active Pipeline Reports combined with custom reports from C9 Report Builder and C9 Dashboard Administrator
- C9 Active Pipeline Watch List for key deals

Results

- Increased forecast accuracy by 60%. Sales management now has clear, visual representation of "What's Changed" information to support decisive action
- Automated, consistent reports across roles and management teams provide one version of the truth
- Slashed reporting time equivalent of one fulltime analyst

About C9

C9 delivers predictive sales and marketing applications that increase revenue, generate more precise forecasts and mitigate pipeline risk. By combining data science with products that improve sales and marketing execution, C9 enables leading companies like Yahoo!, Pitney Bowes and Google to drive predictable growth.



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