

# MarketStar Completes Sales Tech Stack with Dialpad



EMPLOYEES

1400+

OFFICES

3 (international)

INDUSTRY

Agency

PRODUCTS

- ☎ dialpadTalk
- ☎ dialpadSell
- ☎ UberConference

MOST LOVED FEATURES

- Salesforce and Outreach integration
- Voicemail Drop
- Real-Time Assist
- Analytics & Reporting
- Recorded calls and transcripts



Dialpad acts as the backbone to our tech stack.

ADAM TOWNS  
Head of Sales technology

## Background

MarketStar is a global sales and marketing outsourcing company providing sales solutions for the world’s leading and emerging companies such as Pinterest, Dropbox, and Samsung. With over 30 years of proven success, MarketStar is a true leader in revenue acceleration.

## Challenges

1. **Inefficiencies:**  
Reps manually dialing numbers, leaving the same voicemail repeatedly, and tracking their own call efficacy.
2. **Flexibility:**  
Previous phone system was just a desk phone with no integrations or analytics; reps were often using their personal phones.
3. **Data:**  
Lack of call visibility meant difficulty measuring success and gathering best practices.

## Why Dialpad

- Integration with Salesforce and Outreach works in unison to increase efficiencies and create a powerful selling environment.
- Sales leaders can now identify successful calls to pull data, analyze transcripts, and train the team using the best practices.
- Voicemail Drop saves time by allowing reps to drop off a call and play their best pre-recorded message, allowing them to move on to their next call.
- Sales reps have all the information at their fingertips with Real-Time Assist, which acts as a battlecard that pops up based on trigger words.
- Call recording and transcripts gives reps the ability to get up to speed and better prepare for their next call.

## Results

- Went from 25% call recording to 100% call recording.
- Complete sales tech stack with Salesforce and Outreach integrations gives the team the right tools for the most effective phone call.
- Insights into team performance, best practices, and call metrics.
- Reps are spending more time talking to customers and less time dialing, leaving voicemails, and manually logging activity.
- Insights into team performance, best practices, and call metrics.
- Increase in responses with the ability to text directly from the Dialpad app.