Westwood unifies its FreePBX and Dynamics 365

Westwood club is the Number 1 leisure club in Dublin, Ireland, with 8 complexes across the city. They have 30 advisors making multiple follow up calls per website lead, to ensure that no membership opportunities are lost to the business

The Challenge

The company draws in leads of people that might be interested in a tour, but not all are contacted, and many are only attempted once.
Management are not sure even of this, as calls are not automatically logged in Dynamics 365. Furthermore, future service and expansion plan

The Solution

Dynamics Telephony integrated FreePBX with Dynamics 365 for all 8 sites. Now every call is logged in Dynamics 365 with full suite of Dynamics 365 reports including the telephony statistics.. Click-to-dial in Dynamics 365 speeds up the process and the callback functionality introduced with the integration ,makes it easy to schedule follow-up calls. One-click Voice Drop leaves a pre-recorded voicemail.

All calls are made through FreePBX and using the calling number of the site closest to the lead. Reports in Dynamics 365 show attempts to follow up on leads, and number of tour bookings actually made. Ease of use and auto-logging means advisors spend less time making calls, but make more calls.

The Result

"At West Wood Club, we've been using Dynamics Telephony for three years, and the impact on our sales performance has been nothing short of extraordinary. We've seen a phenomenal 37% increase in the number of people showing up for sales meetings, significantly boosting our conversion rates. Most importantly, we now have clear, actionable KPIs that provide real insight into our sales executives' performance. Our sales managers are particularly impressed with how seamlessly Dynamics Telephony integrates with Microsoft Dynamics 365, making the entire process effortless and efficient. The team at Dynamics Telephony have been exceptional "

Alan Leach, CEO Westwood club