



Conquer Launches New Revenue Engagement Solution for Modern Sales and Service Teams

Improves customer engagement and communication with one consistent, agile solution

SACRAMENTO, CALIF., USA, March 25, 2021 /EINPresswire.com/ -- [Conquer](#) (formerly DialSource) is proud to announce the launch of its fully transformed revenue engagement solution, built for the needs of modern revenue teams. Conquer is a new omnichannel communication solution for sales and service teams on the Salesforce and Microsoft Dynamics 365 platforms.

"We are focused on improving how to connect sellers to buyers in meaningful ways," said Tim Harris, VP of Marketing at Conquer. "Conquer is about helping users defeat the daily frustrations and busywork associated with managing communications and CRM."

Backed by over 15 years of engineering, Conquer is a trusted Independent Software Vendor (ISV) partner for both Salesforce and Microsoft Dynamics 365, two of the largest Customer Relationship Management (CRM) ecosystems. "Our solution has been built from the ground up within both Salesforce and Microsoft Dynamics 365, rather than a separate platform," says Harris. "We know that this is where teams are working every day and see an opportunity to support the millions of sales and service users that log on to these CRMs."

With over 400 5-star reviews on the Salesforce AppExchange and the largest sales engagement (SEP) deployments within those ecosystems, Conquer is trusted by enterprise organizations such as ADP, Waste Management, VSP, and Toast.

By enhancing both sales engagement and customer experience through increased productivity, improved visibility, and greater operational agility—Conquer is working to solve critical requirements for modern revenue teams.

The company's timing is good. Industry research reveals that Sales Engagement Platforms (SEPs) comprise a \$1.57 billion market. The category is expected to grow to \$5.59 billion by 2023, according to Aragon Research. The overall cloud-based contact center market is projected to hit \$36.1 billion by 2025, up from \$11.5 billion in 2020—a compound annual growth rate (CAGR) of 25.8%.

The sales process has changed dramatically over the last year due to shut-downs and work-from-home orders. Many sellers transitioned into digital-first sales models. However, enterprises

are still struggling to enable sales and service teams in this new business environment. As Gartner, the industry analyst firm, noted, 41% of sales leads believe focusing on enablement to support virtual selling is the most critical success factor for their organizations in the next six months. Forty-nine percent of this group also believe that accelerating early pipeline and lead generation and management are most critical to their success in the coming six months. These are the challenges that Conquer addresses.

Buyer expectations have also changed over the last year. They now expect a more personalized, consistent experience and the ability to form a relationship with the company. Unfortunately, most of today's tech remains segmented, leading to operational issues, duplicate data, and compliance challenges that destroy the ability to provide customers with a seamless, personalized buying experience.

Conquer's technology solves these problems. The solution makes it simple to plan, execute, and optimize every customer interaction directly within the CRM platform that businesses already use today. This eliminates the data silos and complex integration issues created by other platforms and provides buyers with the connected experience they expect.

Conquer is a comprehensive communications solution that includes Conquer Voice, Call Flows, Conquer Email with O-Auth for both Gmail and Outlook 365, Conquer Text, Conquer Social, and Conquer Integrations, as well as Conquer Outcomes & Analytics. The system makes it easy to deliver a cohesive, consistent customer experience. It helps teams simplify and enhance the human process of building business, giving sellers the context they need to position themselves as trusted advisors. Leveraging Conquer to demonstrate an understanding of customer's needs, teams gain the agility and insights to win, expand, and retain customers.

"Revenue teams need end-to-end solutions that are simple, secure, and easy to scale, now more than ever. It has become clear to us that meaningful revenue engagement across both sales and service relies on these two principles: context and agility," Harris said. "Conquer is more than just a new name and logo. This rebrand represents our product's total transformation and a deeper understanding of what revenue teams need to conquer their day."

For more information or to see Conquer in action, visit <http://www.conquer.io>

#

Tim Harris
Conquer
+1 (916) 390-0537
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/537512124>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.