



## How QTS Doubled Calls per Rep per Day

QTS is a major player in data center infrastructure – the \$10B company builds and manages data centers for the world's largest companies. Employing 600+ team members in 28 data centers, QTS is responsible for constructing data centers that cost upwards of \$100M+. To continue to grow, the QTS needs to get in front of large enterprise accounts..

“ When I look at what Orum has done for us, I see we've doubled our calling productivity per rep per day. And that's not because the reps are suddenly changing the way they work– it's their use of Orum. ”

The go-to-market team is comprised of a traditional inside sales team. QTS employs an account-based sales strategy and targets the largest global enterprise accounts by reaching many different prospects across a variety of departments.

To reach these prospects, the leadership team at QTS focuses on developing relationships and building brand recognition. One on one conversations with prospects has continued to be a powerful way to connect with prospects, book meetings, and drive pipeline, especially during the COVID-19 pandemic, when e-mail inboxes were flooded and prospects were difficult to reach. [Matt McGill](#), VP of Inside Sales at QTS, recognized that Orum, an AI dialer and live conversation platform, could be used to strategically complement inbound and outbound efforts.

## Challenge

### QTS wanted to get in front of target accounts by strategically leveraging phone conversations

When Matt joined QTS in 2018, he was tasked with building out a sales team. The goal was not to instantly sell QTS to prospects, but to get the QTS name in front of as many target accounts as possible, especially since the deal cycles are long.

### Spotlight on QTS

**\$560M**

Annual revenue

**20**

New SDR team members hired

**28**

U.S. facilities



**Matt McGill**  
VP, Inside Sales



**“ Our sales strategy is to introduce ourselves to target accounts so that we are top of mind, which has worked extremely well for us. We have competitors that are 3x our size, but we’ve beaten them in net new business with this approach. ”**

In order to make connections and book meetings, the team has strategically relied on phone conversations as part of the greater outbound strategy. When Matt first joined QTS, he hired his first rep who began making calls via a desk line. “Our first rep was dialing phone numbers manually, and it was clear that this process would not scale,” said Matt.

**“ We had data that showed the results that would be possible if we were able to make 100 dials, but we were stuck at 50. I started wondering how we could increase our call volume so we could connect with more prospects. ”**

The team implemented a dialer, which allowed the reps to make calls via VoIP. While this increased the number of dials the team was able to make, there was still room for improvement.

Matt knew that he could scale the call volume by hiring more sales reps, but he believed that a better strategy would be to leverage technology. Matt used a dialing product in a prior role, so he began searching for a solution.

## Solution

### Fast implementation of an AI-driven live conversation platform

Matt used competitor products in the past but found the experience cumbersome. When he stumbled upon Orum, he was impressed. Not only did the product seem like the right fit, Matt also felt that Orum was offering cutting-edge technology delivered by a world-class team. Orum’s AI technology detects bad numbers, helps reps navigate through dial trees, and parallel dials prospects to maximize dialing volume, exactly the goal Matt wanted to achieve.

Matt’s team implemented Orum quickly, with direct integrations into QTS’s CRM and sales engagement platform.

**“ Instead of hiring 20 more sales reps, I’d rather adopt technology that can help us achieve our goals. We can then deploy the money we’ve saved on hiring into other areas. For us, the use of technology is a strategic way to grow. ”**



“Orum is a perfectly engineered technology and a simple solution, performing exactly as it should. Our reps are fast with adopting new technology, and Orum was an easy tool for them to use.”

## Results

### More calls, more connects, more efficiency

After a year and a half of working with Orum, the QTS team yielded impressive results in its outbound sales development efforts. The team managed to 2X its calls per rep per day, leading to more connects for the overall team, which led to driving pipeline and revenue.

The solution has also been easy for the team to pick up, regardless of how tech-savvy the team members are. “I hired an SDR who was less familiar with technology products than the rest of the team, and they were able to accomplish their goals easily with Orum,” said Matt. “Anyone can pick this up, and that’s because of how intuitive and well-designed it is.” This has helped improve the SDR team culture; to date, Matt has retained 94% of the SDRs on his team.

Matt has also been impressed with the level of customer support he’s received from Orum. The Orum team has been responsive to Matt’s team’s questions and needs, “Working with Orum is like working with a top tier tech team – and that’s the way it should be.”

Ultimately, Orum is helping QTS reach its strategic goals by providing a conversation-generating platform that makes it easier and more efficient to connect, book meetings, drive pipeline, and ultimately drive ARR.

### Spotlight on Results

**2x**

Increase in dials per rep per day

**~100**

Dials made per rep per day

**94%**

SDR retention rate