

Velocify Pulse

Designed for high-velocity selling within Salesforce®.

Velocify by ICE Mortgage Technology provides intelligent sales automation solutions designed for the unique needs of today's consumer-focused, on-demand sales environments. In the mortgage industry, sales leaders are often challenged by a lack of scalable processes and actionable performance insights. It's our mission to dramatically accelerate sales excellence and make a great sales process that works for you. Proven to increase conversion rates, Velocify Pulse® helps you respond faster to high-priority leads, sell smarter, and close more deals.

Accelerate sales performance

- Maximize proven sales strategies
- Eliminate incomplete and duplicate records
- Increase engagement and closing rates
- Improve sales productivity and team culture
- Ensure leads don't fall through the cracks

Are your teams turning every prospect into a conversation? Sales managers often struggle to monitor selling practices and to enforce a uniform, rapid lead follow-up process, spending more time managing their CRM than their teams.

Pulse enables you to deploy best-in-class selling and lead management strategies across your sales team right from within Salesforce. A unified workflow brings all your reps' activities into one screen, streamlining your proven process, increasing your team's response time, and improving effectiveness and productivity. Pulse helps you:



Capture

Integrates data from website lead forms, marketing automation systems, and over 1,400 lead source providers.



De-dupe

Provides alerts when existing prospects enter the system and automates the consolidation of duplicate lead records.



Score

Calculates numeric lead scores based on lead attributes and uses scores to drive priority lead distribution.



Distribute

Drives an unparalleled ensemble of push, pull, and hybrid intelligent lead distribution options.



Prioritize

Ensures the highest value opportunities are always worked first, removing the guesswork for sales.



Engage

Enables communication with prospects using the right tool. Choose from phone, email, individual text, or bulk text.



Automate

Delivers industry-specific and custom workflows, predefined sales actions, and communication templates.



Nurture

Distributes automated email and SMS text messaging at appropriate stages within the sales cycle.



Analyze

Provides valuable sales funnel insights with real-time intuitive dashboard, reporting, and metrics monitoring.

Benefits

- Speed the sales process while boosting conversion rates and revenue
- Deliver rapid lead response via phone, email, or text
- Improve sales rep selling discipline, performance, and productivity
- Gain insights into the sales pipeline, enhance forecasting accuracy, and improve lead source performance

Visit

For more information contact:
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Engage prospects with text messages

58% of prospects respond to texts within 10 minutes according to ICE Mortgage Technology's Great TEXTpectations report. Increase engagement by integrating SMS texting into your communication strategy. Send relevant, timely, and targeted texts alongside your emails and phone calls. Track all your prospects' communications as the lead moves through the sales funnel.

Data-driven results

Pulse empowers sales leaders and system admins with the real-time intelligence and accurate Salesforce data they need to make quicker, more informed decisions.

Powerful multi-channel communication

Velocify Pulse with Velocify Dial-IQ™ extends the power of your team's multi-channel reach with an enterprise-grade dialing software. With a single solution, engage your contacts with unparalleled speed and efficiency across multiple touchpoints, whether email, text, phone or voicemail. With industry-leading uptime and Live Monitoring features, Dial-IQ ensures you never miss an opportunity to make a meaningful connection. Dial-IQ includes the following features:

- **Lead routing:** Multiple lead distribution options, including Shotgun Connect to optimize initial response and speed-to-contact.
- **Outbound:** Click-to-dial, call scripting, multi-line dialing, automated scheduling, pre-recorded message drop, and local-ID dialing.
- **Inbound:** Inbound call flow handling, automated campaign tracking, toll-free and local call provisioning, and missed call data follow-up.
- **Call insights:** Variety of call metric reports, real-time dashboard, call recordings, and campaign performance tracking.
- **Live coaching:** Real-time call Monitoring, Barge, and Whisper allow managers to check performance, coach reps, and gain valuable insight into customer needs.

World-class consultation and support

Velocify offers a host of unparalleled professional services designed to quickly put your team on a path to success. Velocify consultation experts and customer support representatives are Salesforce certified and known for having a "whatever it takes" attitude to ensure clients are 100% satisfied.

The powerful combination of its unmatched solutions, seamless Salesforce integration, and professional services empowers sales teams with a measurably better, prescribed, and predictable sales process that dramatically improves sales productivity and effectiveness to maximize revenue.

Velocify solutions are cloud-based and accessed within your existing Salesforce environment, ensuring your sales team is always connected and your other systems are seamlessly integrated.