

# Case Study



## UCaaS Review Drives a Spike in Qualified Leads for PanTerra Networks

### The Challenges Faced By PanTerra Networks

PanTerra Networks specializes in Unified Cloud Service solutions, merging unified communications, team collaboration, and business analytics with their Streams platform. As a customizable UCaaS and CPaaS provider, they offer a secure, cost-efficient all-in-one cloud communications solution. The company struggled with ineffective lead generation, encountering low conversion rates and high costs from traditional sources like Gartner and Wheelhouse. PanTerra faced further challenges with expensive, potentially competitor-inflated cost-per-click campaigns and poor lead qualification, which led to extended sales cycles and diminished ROI. Seeking for a solution, PanTerra leveraged UCaaS Review's platform.

### The Solutions Offered By UCaaS Review

UCaaS Review dramatically improved PanTerra Networks' lead generation and customer retention efforts in the competitive UCaaS sector. By partnering with UCaaS Review's AI-driven platform, PanTerra was able to sift through and connect with genuinely interested leads, significantly boosting their lead conversion efficiency. This strategic shift solidified its standing as a UCaaS industry leader, resulting in a 30% increase in revenue from third-party leads within the first quarter.

Additionally, UCaaS Review's effective system shortened PanTerra's sales cycle, enabling them to close deals in under 30 days, which enhanced revenue and sales productivity. The platform's targeted campaigns also led to a substantial rise in lead volume, achieving 300 more leads than any other platform in the same period, demonstrating its efficacy in a fiercely competitive environment. By generating well-informed, high-quality leads, UCaaS Review also helped PanTerra establish stronger customer relationships, increasing loyalty and satisfaction.



**In The Client's Words**  
"That first quarter we received 300 more leads than we had on any other website because UCaaS Review created both an inbound and outbound campaign to generate interest in PanTerra Networks."

**Shawn Boehme**  
PanTerra Networks,  
Director of Inside Sales

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# How UCaaSReview Can Help Other UCaaS Service Providers

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**Enhanced Lead Qualification:** UCaaSReview's AI-driven process ensures that UCaaS service providers receive only the most relevant leads, significantly improving the efficiency of their sales pipeline. This targeted approach conserves resources and boosts conversion rates, streamlining the overall sales process and reducing wasted efforts on uninterested parties.



**Accelerated Sales Cycles:** By pre-educating active leads seeking UCaaS solutions, UCaaSReview allows UCaaS service providers to shorten their sales cycles. This efficiency enables the sales team to focus on customization rather than basic education, speeding up the sales process and improving overall productivity.



**Strategic Campaign Development and Global Market Expansion:** UCaaSReview provides valuable analytics and market insights, helping UCaaS service providers craft targeted marketing campaigns and respond swiftly to market trends and customer needs. Additionally, the platform's global reach facilitates expansion into new markets, allowing providers to scale operations globally with reduced risk and cost, even without extensive local marketing teams or physical presence.



**Marketing Content Leveraging:** UCaaSReview enables UCaaS service providers to leverage customer reviews and testimonials to create compelling marketing materials, such as case studies and white papers. This content builds credibility and enhances SEO, attracting more qualified leads while establishing the providers as trusted leaders in the UCaaS industry.

**Connect with UCaaSReview today to see your revenue rise!**