

## An Intercom Optimization Story

# Terazo Scales their Communication Infrastructure to Provide a Seamless Experience for Prospects and Customers

Terazo is a solutions-oriented, platform-centric software development and managed services firm offering integration and automation services that enable clients large and small to run more efficiently and realize new business value. The growing company, founded in 2016, supports mission-critical platforms, applications, and online services for customers in a wide variety of fields.

### / CHALLENGE

Terazo was going through a period of rapid growth. The pandemic was a catalyst to jumpstart organizations shifting to digital processes, doing more with less, and being able to carry on their daily functions from a remote location. Terazo empowers businesses with platforms that scale, giving customers the ability to collaborate as if they were all in the same room.

As Terazo scaled their infrastructure to meet the high demand, the team implemented Intercom, the modern customer communications platform. As leads were coming to Terazo's website, Senior Marketing Manager, Trevor Dickerson, interacted with prospects in real-time to learn more about their needs and then hand them off to where they needed to go. If it was sales, he sent the prospect to the sales team member or the technical director for that particular market, Northeast, Southeast, West, or Mid-Atlantic. This was very tedious and time consuming, which was not scalable as volume increased.

The communication experience needed automation, but the team did not have the bandwidth to dedicate towards configuring the systems.

Terazo was referred to SaaScend by their Intercom Account Manager and after doing a whiteboard session with the team, knew that SaaScend understood what they were trying to accomplish and felt confident in their decision to choose them as the partner.

### / SOLUTION

Terazo and SaaScend began by planning out their journeys for different types of prospects coming to their website, examining why the person came to the site, what they were looking for, and then the systems they would need to interact with to get where they needed to go.

SaaScend then moved to configure the foundational systems for creating automated journeys, helping prospects continue on their path from the Intercom chat experience. One of the systems, being Calendly, so that prospects could book a meeting with the right person, removing the need for a manual process. Whether the prospect is aiming to book time with someone, or seek out their next career opportunity, the path to each point is now streamlined and automated.



*I love how friendly the team is, how willingly they are to communicate, and meet us halfway on our platform of choice. They proactively set up a Slack channel within our own organization, so they were always available if we had a quick question or if they had one for us, so that we could very closely collaborate. With some teams you go back and forth via email and you wait a while, you have multiple threads, and you don't know where stuff is. SaaScend made working together very seamless.*

**—Trevor Dickerson, Sr. Marketing Manager**



**/ RESULT**

“The immediate result we saw,” Trevor recalled, “was the savings of time for our team. Just tying up those loose ends, getting people to where they needed to go, and connecting all of those integral systems, made a huge difference right away.”

The Terazo Go-to-Market teams are now able to focus more on engaging with their audience right where they are in their journey, rather than having to spend their time executing manual processes.

**/ NEXT STEPS**

SaaScend and Terazo are continuing their partnership for phase two of the project, to connect everything with Salesforce. Helping to ensure that lead and contact data is updated instantaneously and that they can capture every touchpoint throughout the buyer’s journey.

**ABOUT US**

SaaScend is a revenue operations consultancy on a mission to empower Go to Market teams to hit their ultimate revenue potential by combining Rev Ops domain expertise with cutting edge GTM technologies so they can focus on scaling revenue. Founded in 2015, the team has helped over 300 companies scale their business for growth. SaaScend is building the playbook and structure for modern revenue operations and partners with the latest in GTM technologies to provide their clients with a streamlined services approach, including Salesforce, HubSpot, Chili Piper, Intercom, Tray.io, Clearbit, and Drift.