"Vormats has become an invaluable asset for our company"

kluster

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Sales, Marketing, Customer Success & Internal Communication

Kluster is the industry leader in Forecasting and Revenue Analytics. It plugs into your CRM to analyse your historical performance data and then forecasts your revenue using AI. Visualise your pipeline like never before and understand where you win and lose deals. Power every revenue-related meeting with the right data points and insights from Board to Rep.

Before using video

At Kluster we use Vormats to help us with **communicating more effectively** in order to save time. Before using video we:

- Had to show the same process in our app multiple times, taking a lot of time
- Had to show internal processes multiple times, which also is time consuming
- Had no way of demonstrating how our app worked on our website and marketing materials. Particularly for new releases (which are often!)

Since we're using video

🕐 Since we're using video we saved time demonstrating how to use certain parts of our app through video and we did the same thing for some internal processes.

✉️ Our sales team uses Vormats to do outreaches provided with a personal video; with stunning results:

Higher open rate when a video is attached	**Higher response rate**

📹 And our Sales Development Representatives get faster from a first call to a demo when they use personalised video.

> From personalised outreach that captivates prospects to engaging marketing showcasing our platform's features, and streamlined customer support and internal processes, Vormats has become an invaluable asset for our company.
>
> It saves countless hours and leads to a higher engagement rate from prospects and customers.

How they use it

- **Sales (SDR)** - Personalised outreach to prospects. This makes us come across as human and able to deliver a message that people feel special after watching, rather than a blanket marketing message.

- **Marketing** - Able to film demo videos for our website. This allows us to showcase amazing features of the platform. This is important because we have a lot of great features and our development team is always working on new things and ways to improve the app.

- **CS** - Sharing how to do things in the app is super easy. Only have to do it once and can store video and send people the link. No need to go over the same thing over and over again. This saves CS a lot of time. Very important as we grow.

- **Internal** - Sharing internal processes is super easy. Only have to do it once and can store video and send people the link. No need to go over the same thing over and over again. Saves everyone a lot of time and means everyone can easily learn how to do something.