"Vormats has become an invaluable asset for our company"

❋ kluster

Dan Thompson
CEO

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

🕐 We saved time. Recording one video makes it possible to explain the same thing over and over again, without it taking extra time from our employees.

✉ Our sales team made outreaches with an embedded personal video resulting in: higher open rates and higher response rates.

🎥 Our Business Development colleagues getting faster from a first call to a demo.

> **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 we use Vormats

- **Personalized outreach (sales)** - Crafting unique video messages for prospects humanizes communication, making it more personal, engaging and memorable. This approach significantly increases open and response rates for us, accelerating the journey from initial contact to demo.

- **Captivating content creation (marketing)** - With Vormats, we effortlessly produce engaging demo videos to keep users informed about our platform's latest features. As our development team continuously innovates, Vormats enables us to quickly create and share valuable content, ensuring users are always up-to-date and can fully leverage new functionalities.

- **streamlined assistance (CS)** - Sharing "how-to" videos makes support efficient and user-friendly. This not only reduces the need for repeated explanations but also ensures that customers receive consistent, high-quality assistance every time.

- **Efficient training and onboarding (IC)** - Internal processes are seamlessly documented and shared through video, providing clear and accessible guidance for the team. This method not only saves valuable time but also boosts productivity by enabling quicker adaptation to new procedures. With an enhanced onboarding process, team members rapidly achieve a deeper understanding, equipping them to tackle complex challenges.