

Velocify Pulse

Products and Services

Designed for high-volume 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.



Engage: Enables communication with prospects using the right tool.



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



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



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



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



Nurture: Send email at appropriate stages within the sales cycle.

Benefits include:

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

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

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, 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, 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 all 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.



Reach us at: 1-888-955-9100 or schedule a demo at icemortgagetechnology.com/contact-sales