Fastcall vs Salesforce
Lightning Dialer

Link to the web article

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Fastcall Vs Salesforce Lightning Dialer: Which Native Salesforce Dialer Is Right For You?

Your company has made the smart choice to invest in Salesforce. Check. Now it is ready to make another smart choice – the implementation of a dialer. Gone are the days where a sales team has to waste time with the tedious job of manually logging inbound and outbound calls. A native Salesforce dialer tracks all of your sales conversations for you, freeing you up to do what you do best – sell. (Click to read our previous posts on all the ways a dialer can increase sales productivity or why a native Salesforce dialer is best).

Not All Salesforce Dialers Are Equal

But not all native Salesforce dialers are created equal. We’re going to walk through some of the key differences between the two leading native Salesforce dialers – Fastcall and Salesforce’s own dialer, the aptly named Salesforce Dialer. If you’d like a handy chart that lays it all out, you can skip down the bottom and get a complete side by side features comparison. Otherwise, let’s dig into a few key differences.

SMS Capabilities

Research shows that 90% of leads prefer to be texted instead of called and when conducting business, SMS response rates are 295% higher than phone calls. Fastcall empowers your sales team to not only send SMS texts to individual leads and groups but also allows you to set up SMS automation flows. Salesforce Dialer does not currently support any SMS capabilities.

Place Calls On Hold

It seems so simple, but it’s important for a business to be able to place a customer on hold. Imagine a customer overhearing an internal conversation where a salesperson is asking a co-worker or manager for input. It’s a quick way for a company to appear unprofessional and potentially lose a sale. Fastcall allows an employee to put a call on hold, while the Salesforce Dialer does not.
Voicemail Transcription

Save time and multi-task with Fastcall’s voicemail transcription functionality, a feature that is not currently enabled on Salesforce Dialer. Let’s say one of your salespeople is on the phone with a customer when another customer calls back and leaves a voicemail. Voicemail transcription enables this salesperson to be alerted to this voicemail via email and to read a transcription of the message left, all without having to disengage with the current customer. As soon as the salesperson gets off the phone, they can immediately call back the second customer completely informed and ready to sell without any time being lost.

Worldwide Access

With the rise of technology, the world is getting smaller and the number of potential customers is getting larger. Fastcall allows a salesperson to not only dial internationally but to also have the appearance of an international phone number on caller ID. Salesforce doesn’t support this kind of global sales functionality.

Here’s a complete side-by-side comparison of Fastcall vs. Salesforce Dialer:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Fastcall</th>
<th>Salesforce Dialer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Powered by Twilio</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Voicemail drop with multiple recorded messages options per user</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Basic inbound call routing</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Dial by list within Salesforce Lightning</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Inbound and outbound call recording</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>BeLocal caller ID</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Softphone support</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Automated call logging to opportunities and cases</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Listen-in to in-progress calls</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Missed call notifications</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Use multiple numbers as caller ID</td>
<td>YES</td>
<td>NO</td>
</tr>
</tbody>
</table>
Voicemail drop with messages shared to Groups | YES | NO
--- | ---
Advanced inbound call routing, including simulating, overflow, menus/directories, time of day routing, routing to lead owner, and more | YES | NO
Dial by list in Salesforce Classic and Console | YES | NO
Inbound and outbound call recording with granular options for admins and users | YES | NO
Worldwide outbound dialing Worldwide phone number availability | YES | NO
Unlimited inbound voicemail | YES | NO
Voicemail transcription | YES | NO
Support for SIP or hardphone | YES | NO
Call logging to multiple contacts | YES | NO
Transfer calls to other Fastcall users, Salesforce users, or to Groups | YES | NO
Listen-in to calls in progress with whisper/mute feature | YES | NO
SMS for users, groups, and bulk | YES | NO
SMS automation | YES | NO
Separate dialer dashboard | YES | NO
Internal dialer | YES | NO
Measure rep call goals and stats in real-time | YES | NO
Place calls on hold | YES | NO
No annual contract | YES | NO

**Powered by Twilio**
Twilio is a worldwide provider of voice, sms, video, screen share and other communication functionality. Both Fastcall and SF Lightning Dialer use Twilio. Fastcall does not mark up or bundle the Twilio cost. We pass the exact Twilio costs to our subscribers.

**Voicemail drop with multiple recorded messages options per user**
Fastcall’s voicemail drop recordings can be assigned to users or groups so that many users can share the same messages.
**Basic inbound call routing**
Fastcall routes inbound calls to users with the option for transcribed voicemail. We support simulring – dialing two devices at once and overflow – dialing one device and then another.

**Dial by list within Salesforce Lightning**
Fastcall dials a list of phone numbers from any Salesforce object. Our voicemail drop adds additional productivity.

**Inbound and outbound call recording**
Fastcall has many administrative settings for call recording. Inbound and/or calls can be recorded. We have a disclosure for inbound calls and we have the option to block outbound calls by North American Area Codes.

**BeLocal caller ID**
Fastcall matches the area code of the phone dialed with a local number. These numbers are assigned only to your account and any returned calls are routed back to your users.

**Softphone support**
Fastcall is used with a high-quality wired headset.

**Automated call logging to opportunities and cases**
Fastcall can log calls to opportunities, cases and more.

**Listen-in to in-progress calls**
Fastcall gives the option to listen to any call in progress, not just the next call started by your users. Our advanced settings allow you to whisper to your users. You also end the in-progress call if required.

**Missed call notifications**
Missed call notifications are surfaced in the app and are emailed. Fastcall also creates a reply call mapped to the missed call for efficient follow-up.

**Use multiple numbers as caller ID**
Outbound caller ID can be a verified number – which is a number you own, or a number provisioned in Fastcall. Users see a drop with multiple available caller ID options.

**Voicemail drop with messages shared to Groups**
Recorded messages can be shared with a group.

**Advanced inbound call routing, including simulring, overflow, menus/directories, time of day routing, routing to lead owner, and more**
Fastcall has very robust and capable options for inbound call routing including IVR and ACD options.
Dial by list in Salesforce Classic and Console
Fastcall supports users in Lightning and Classic.

Unlimited inbound voicemail
Fastcall voicemails with transcription are logged on the Salesforce Task. Voicemails are also sent by email.

Voicemail transcription
Fastcall voicemails with transcription are logged on the Salesforce Task. Voicemails and transcription are also sent by email.

Support for SIP or hard phone
SIP phones are a great option for inbound calls.

Call logging to multiple contacts
Fastcall can log a call to multiple contacts.

Transfer calls to other Fastcall users, Salesforce users, or to Groups
Call transfer is very helpful.

Listen-in to calls in progress with whisper/mute feature
Fastcall’s listen-in option has many advanced features.

SMS for users, groups, and bulk
SMS is a great way to communicate. Fastcall supports SMS for users and we support bulk SMS including automated processes.

SMS automation
Fastcall can automate SMS with Process Builder Apex.

Separate dialer dashboard
The Fastcall Dashboard is a control panel listing calls in real-time. We give options for calls in hold, calls in progress, missed calls and more. The control panel can be displayed on a monitor.

Internal dialer
The Fastcall internal dialer facilitates communication between Fastcall users or other Salesforce users.

Measure rep call goals and stats in real-time
Fastcall has great options for call goals and call statistics.

Place calls on hold
Calls can be placed on hold and a concurrent call can be attended.

No annual contract
Fastcall offers the convenience of monthly billing