

Innovation Spotlight No 3: Productive: Logging, note-taking, recording of mobile calls into CRM

People behind the start-up

Enlai Chu LinkedIn – 20+ years of experience in telecom at companies like Cisco and Microsoft. His previous startup, 3jam, was one of the first to launch group SMS and virtual phone numbers, and was acquired by Skype.

Enlai has both an electrical engineering background and MBA, and has always building products that help people to communicate better. Team and advisors have background in mobile, AI, security, sales, and venture (Motorola, Cisco, Grasshopper, SaasPass, Hilti, ApplyBoard).

Background

Enlai saw the trend that people are using their cell phones for both personal and work calls, and landlines were disappearing from homes and offices.

He also noticed that while people found new voice features from cloud numbers like Google Voice useful, most did not want another phone number as their cell phone number was their main number.

Enlai left Microsoft to build a product that would modernize mobile calls with much-needed productivity features for work.

The Problem

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The Solution

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Target Audience

Initial market is realtors (1.5M) who make and receive mobile calls multiple times a day.

Next market is outside and field sales (3M) who make and receive customer calls on their mobile and have to update CRMs such as Salesforce.

Additional markets include financial, legal, recruiting, business owners (solopreneurs and SMB), consulting, medical.

When (launch-date, Availability)

Productive is now available on Android and iOS for realtors. The company is launching with national brokers Exit Realty and Keller Williams, as well as standalone real estate CRMs Wise Agent, Boomtown, and others.

Productive is also accepting early access users in the sales vertical with integrations to Salesforce, Hubspot, Zoho, Pipedrive, SalesLoft, ActiveCampaign, Copper, Close.io, and Gong.io.

SalesTech Categorization

There is no category on the SalesTech landscape for logging cell phone calls into CRM.

We will be listing Productive Call Assistant in a new category called "Emerging Technology" until and if this becomes a category unto itself.

Contact

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If you'd like to know more about the solution, whether they are seeking funding and for how much, or have other questions, feel free to reach out to them directly