



Efficiency in Field Sales Through Conversational AI

TransPak demonstrates how conversational AI scales field sales efficiently: with VoiceLine, the sales team generated over 1,300 visit reports in under five minutes per meeting. That's 89% faster than manual documentation. 97% of reports are submitted on the same day, and tasks are handed over to inside sales within 30 minutes. The result: higher data quality, faster workflows, and significantly more time for customers.

About TransPak

TransPak is a leading wholesale distributor for packaging solutions and has been serving business customers across Germany, Austria, and Switzerland since 1975. With over 50 years of experience, the company offers a broad and versatile portfolio of packaging materials, packaging machines, and shipping solutions – delivered reliably and efficiently from a single source.

Headquartered in Solms, Germany, TransPak employs more than 400 people, including around 170 sales professionals, approximately half of whom work in field sales. With 18 locations, 14 company-owned warehouses, 57,000 pallet spaces, and a dedicated fleet of 50 truck units,

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About TransPak

Initial Situation

The Solution

VoiceLine in Use

Voices from the
Sales Team

TransPak operates a highly decentralized sales and logistics organization serving over 25,000 customers. To manage its sales operations, TransPak uses Zoho CRM with a complex, territory-based structure that has been fully mapped and integrated into VoiceLine.

Initial Situation – Before VoiceLine

TransPak operates a highly dynamic field sales organization. Sales representatives attend multiple customer meetings every day – leaving little time for systematic documentation. **Important insights and customer data were regularly lost**, as the focus was primarily on revenue and visit targets. CRM data remained incomplete, making strategic sales steering and transparency difficult.

The Solution: VoiceLine’s Conversational Assistant

By implementing VoiceLine, TransPak introduced a voice-driven AI solution that allows sales representatives to capture structured data immediately after customer meetings – either via app-based voice input or by phone call. The result: fast, simple documentation that is transferred directly into the CRM within minutes.

VoiceLine in Use at TransPak

☰ Visit Reports

Field sales teams document customer visits immediately after the meeting using voice input.

Result: Within five minutes, a complete report is available in Zoho CRM. Inside sales colleagues can continue working immediately – follow-up processes start without delay.

📞 Call Reports

Important customer phone calls are now also systematically documented – an area that was previously largely uncovered.

Result: Since introducing VoiceLine, the average field sales representative documents several calls per day in the CRM. Thanks to fast capture, conversation details are available again at the next customer interaction – enabling better preparation and seamless follow-up.

📌 **Tasks for Inside Sales**

Every customer meeting generates follow-up tasks. With VoiceLine, these are entered directly into the CRM and assigned to the appropriate inside sales colleagues.

Result: Faster responses, quicker quote creation, and smoother material dispatch – leading to significantly higher customer satisfaction.

📅 **Reminders and Calendar Integration**

The AI assistant creates reminders and calendar entries via voice command.

Result: Personal to-dos can easily be handed over to VoiceLine – keeping minds clear and ensuring nothing gets lost in the hectic daily sales routine.

Voices from the Sales Team



“VoiceLine noticeably increases the productivity of our sales organization. Information from customer meetings is available in the CRM within minutes and can be processed immediately. This allows field and inside sales to work faster and more closely together. Less follow-up work, higher data quality, and more time for customers – that’s exactly what makes our sales organization more powerful and faster.”

Tobias Wenninger
Board Member Sales & Marketing

“VoiceLine has significantly increased the usage of our CRM. Combined with our existing system landscape, a very coherent and efficient solution has emerged. We are particularly excited about the outlook on future features – such as intelligent follow-up questions from the assistant that will put even more focus on the customer.”



Manuel Schmidt
Sales Steering & CRM Management

Results (Q3 2025)

- Visit reports: 1,300+ generated and stored in Zoho
- Avg. Efficiency gain: 89% faster than manual typing
- Completeness: Reports via VoiceLine are significantly more detailed
- Task handovers: 350+ tasks transferred to inside sales within 30 minutes after the meeting

<5 Min

Ø capture time per report

97%

of documentations were submitted
on the day of the meeting

Outlook: AI-Driven Sales Strategy

Starting in 2026, TransPak will also use the VoiceLine Analytics platform.

Field data will not only be captured, but systematically analyzed to:

- Identify regional trends
- Analyze demand patterns
- Leverage competitive insights
- Steer sales strategy based on data

Why VoiceLine Works for TransPak

- ✓ Seamlessly integrated into the existing CRM structure (Zoho)
- ✓ Voice-based workflows save time and improve data quality
- ✓ Direct handover to colleagues within minutes – no information loss
- ✓ AI-driven follow-up questions ensure complete, structured documentation

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