



About the Company

WISI Communications is a global telecommunications provider that specializes in high-quality video delivery and IP streaming solutions for operators worldwide.

Results

Maximized content ROI

BY REPURPOSING
MICROCONTENT FOR SOCIAL
MEDIA AND ADS

Sales team armed

WITH VITAL SOCIAL PROOF

Want to learn more?

Start closing more deals, faster with strategic customer stories that support your entire go-to-market strategy.

[Book An Intro Call](#)

WISI America validates sales and builds trust with remote video testimonials



"Being able to know that a video operator three states down worked with you and had a great experience helps validate those last few stages in the sales process. It's a really great tool that the sales team can use to **push past objections and close deals**."



Rosalinda Thorleifson

Marketing Manager at WISI America

Overview

WISI America, a global telecommunications provider, needed to build trust in a skeptical market but lacked the bandwidth for internal video production. They partnered with Testimonial Hero to capture authentic customer stories remotely, alleviating logistical burdens while ensuring professional quality.

Challenge

- Coordinating video shoots across North America created logistical headaches
- Marketing team stretched thin and lacked the bandwidth
- Sales teams struggled to overcome skepticism without social proof

Why Testimonial Hero

- Seamless remote production process eliminated travel logistics and customer disruptions
- Handled heavy lifting from preparation to editing
- Production process ensured professional quality control without requiring on-site supervision or travel

Results

- Established library of high-quality videos that serve as powerful sales enablement tool
- Sales team use stories to provide immediate peer validation and push past objections
- Marketing team gains extended value by repurposing microcontent for social media and ads

Summary

By switching to Testimonial Hero, WISI America transformed a logistical nightmare into a streamlined content engine. They now possess a growing library of assets that validate their technology and help close deals, all while freeing the marketing manager to focus on strategy.

testimonialhero