Confluence of Technologies Drives First-Class Customer Experience

aka, the 7th time is a charm!

Innovative Approach

CRM for Sales is about our customers, not about the salesforce

Automating sales tasks while interesting, are not sufficient

Turned our knowledge into value for customers

Business Results

Increased sales above market growth

Helped customers avoid significant costs by solving complex production issues

Converted targets with speed, at a competitive price

Lessons Learned

Customer needs to feel the benefits

Sales goals are met when customers needs are met

Gamification drives competition and adoption

Executive sponsorship is integral

System needs to be easy

Start with data