



Applango Helps VPs of Sales Understand Real Time Salesperson Behavior by Analyzing Salesforce.com Activity

At-a-Glance:

Client: A consulting powerhouse providing services to Enterprise customers worldwide.

Overview: The customer migrated key processes for over 1,500 employees to a Salesforce.com environment to cover all sales activity, connecting several market and service related applications into Force.com.

Challenge: Salesforce.com was providing the VP of Sales with reports on pipeline development for each salesperson, but without seeing the detail of each salesperson's activities, it was impossible to understand whether they were doing enough, or if their behavior was in line with the company's overall goals.

Solution: The customer chose Applango, the only application that shows each salesperson's Salesforce.com activity in **real time**, providing early warning on salespeople that might need to improve their behavior.

Value: Through Applango, the VP of Sales is able to quickly identify salespeople whose behavior was not in line with management directives, and teach those salespeople to distribute their efforts in a more suitable way.

Software as a Service (SaaS) has quickly become the largest unmeasured, unmonitored, and unmanaged expense within the enterprise. Applango enables organizations to maintain control over the use of their SaaS applications, optimize subscription spending across the organization, and improve the effectiveness of SaaS applications for their users. Applango's analysis is based on user data and produces guidance to improve users performance.

The Situation:

Our customer knew which salespeople had the best performance compared to their targets. But could they be doing more? And what were the other, lesser performing, salespeople doing? How could they be helped to obtain better results?

The Solution:

Applango provides real time analysis of every activity performed by every user on Salesforce.com. By analyzing the activities of salespeople on Salesforce.com it is possible to obtain insight on **how** people acted and better explain **why** they got the results they did.

The traditional measurement of a salesperson's achievements is based on results. As such, it is often influenced by many external factors that cannot be changed. Integrating the measurement with an analysis of the activity of a salesperson helps understand whether a salesperson is doing their best or if it is possible to find areas where improvement is possible. Because Applango tracks the salesperson's activity, this analysis is of their **behavior and activity** rather than of their **results**, and so it is independent of external factors.

Many users have normal behavior like Oscar whose activities on Salesforce.com objects are shown in Fig. 1. Oscar is showing a significant level of activity with a balanced mix of activities on Opportunities, Accounts and Contacts. Since he is working primarily with existing customers he doesn't have to invest a lot of time on new leads (Oscar's activities dropped in August, when many of his customers were on vacation).

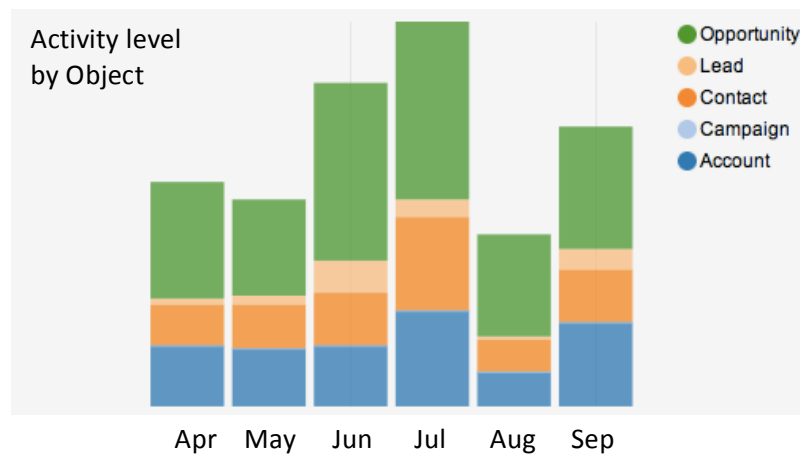


Fig. 1: Oscar with normal mix of activities

On the other hand Charlie is trying to close as many deals as possible without caring about entering new leads in the pipeline. Charlie (Fig. 2) showed an extreme behavior: working on Leads and Contacts in April and May, but since then concentrating almost entirely on Opportunities without dedicating much effort to Leads and Contacts. If Applango had been in place in July & August, Charlie's manager would have seen the trend starting and coached Charlie to spend more time with his Leads and Contacts to ensure his Opportunities continued to grow.

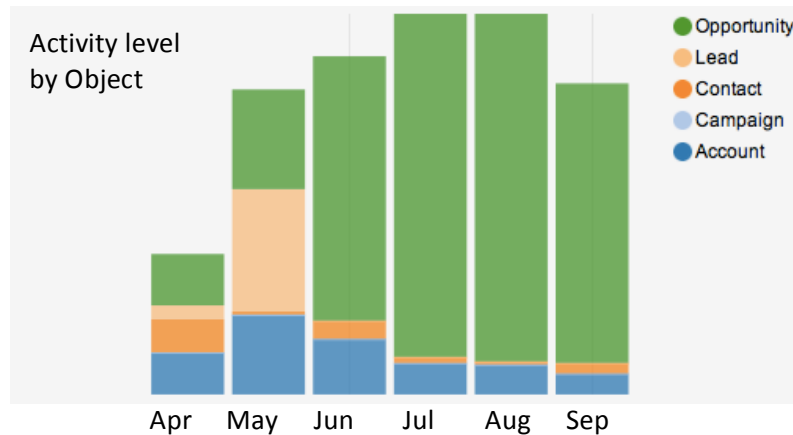


Fig. 2: Charlie is concentrating on opportunities and not entering new leads

The behavior of some employees is heavily influenced by end of quarter deadlines. Bill (Fig. 3) shows a highly periodic behavior, with low activity at the beginning of each quarter growing steadily throughout the subsequent months and falling off immediately following the end of a quarter. Bill's pattern of activity screams for help. If Bill smoothed out his activity levels, he wouldn't have to kill himself every 3 months to close out his quarter. His manager will find the root of this pattern and work with Bill to correct it.

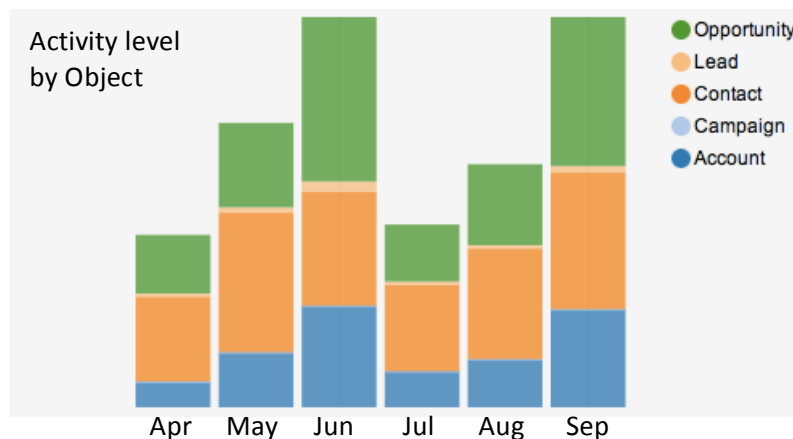


Fig. 3: Bill's activity showing a periodic increase in activity level driven by quarterly targets

On the other hand, Andrew was ahead of his quota targets in Q2 and was not motivated to do more (Fig. 4). Andrew significantly reduced his level of activity in Q3 across the board. The activity data provided by Applango to Andrew's manager allowed him to focus on how to keep Andrew motivated and continue his streak of success.

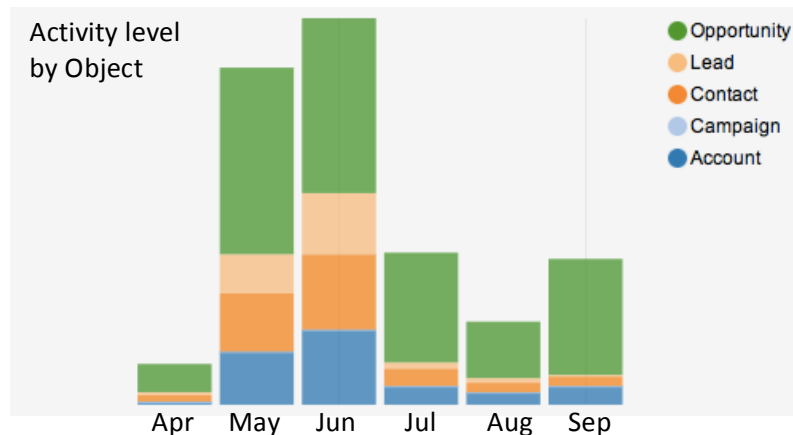


Fig. 4: Sharp drop in a Andrew's activities after a successful quarter

A sales manager with the opposite behavior is Sam who was on a performance improvement plan. Sam (Fig. 5), after a very low activity level in Q2 showed a sharp increase in activity in Q3. Applango provided the sales manager with the ability to confirm that Sam's performance has improved for the long term rather than simply increasing activity to save his job.

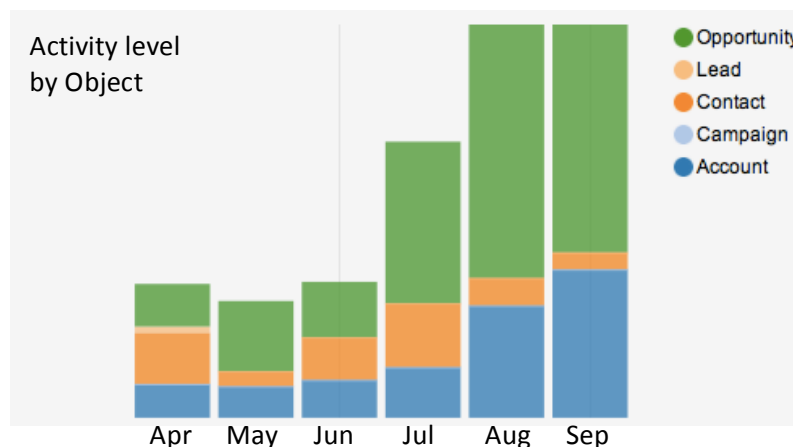


Fig. 5: Sudden sharp increase in a Sam's activity level

The VP of Sales was also able to identify salespeople whose activities were not in line with company policies: in an effort to artificially optimize their quota results over time they were regularly postponing sales activities to the next quarter.

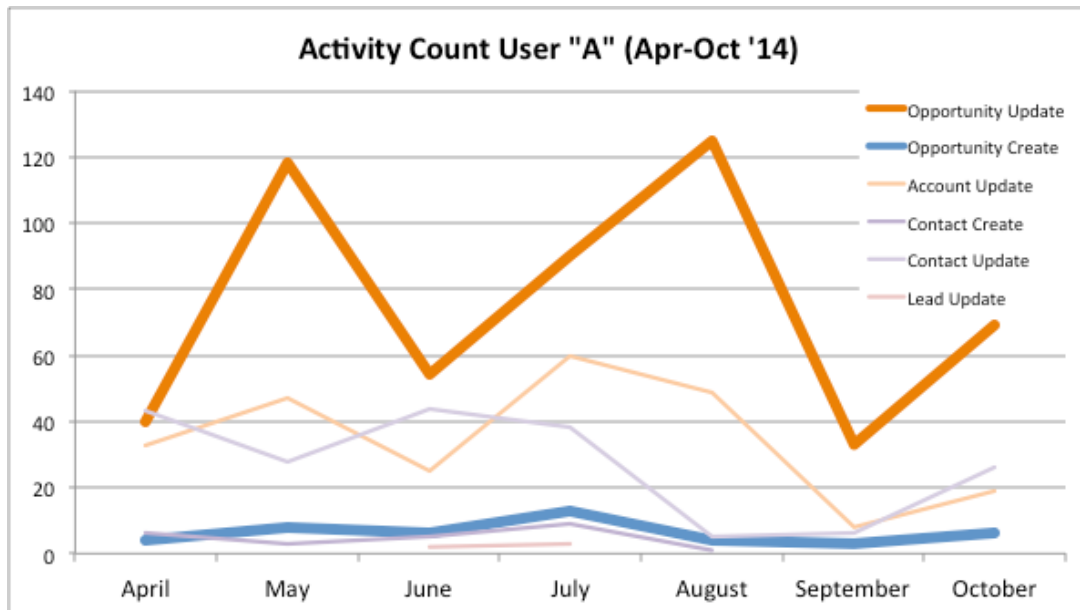


Fig. 6: A salesperson regularly postponing important sales activities to the next quarter

The Solution:

Applango requires minimal internal resources and connects to your SaaS deployment in less than 10 minutes. Once the short installation process is complete, Applango immediately provides initial usage data and the customer can move quickly towards a solution.

Using Applango software gave the VP of Sales visibility into the company's SaaS usage that wouldn't have been possible with other reporting tools. As a result a better understanding of salespeople's results was possible and sales management was able to quickly identify salespeople who needed help in improving their behavior in line with the final target of obtaining better results.

About Applango:

Year Founded: 2012

Headquarters: Stamford, CT

Summary: Applango helps organizations understand and optimize software as a service (SaaS) application usage. By consolidating usage information from multiple SaaS applications into a single view, administrators easily gain a greater understanding of licensing needs and costs while managers can quickly evaluate individual and team performance.