



Schneider Electric is Mobilizing their Sales Team with Showpad

CASE STUDY

Schneider
Electric

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| Adam Jamison -Global Manager of Web and Mobile Experience at Schneider Electric



Case Study

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As a global specialist in energy management and automation, Schneider Electric has operations in more than 100 countries. Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in Non-residential & Residential Buildings, Industries & Machines Manufacturers, Utilities & Infrastructure and Data Centers & Networks. Focused on making energy safe, reliable, efficient, productive and green, the group's 170,000 employees are actively committed to helping individuals and organizations make the most of their energy.

“NEED-IT-NOW”

When Schneider Electric's EcoBuilding division began assessing their mobile strategy, it found a gap that needed to be filled. Although the company offers a wide range of tools that sets it apart from its competitors, their marketing resources weren't easily available to the sales team on a mobile device, restricting their ability to present on tablets and smartphones.

Schneider Electric Ecobuilding's sales teams service their customers both from their desks and in the field. Therefore, the implementation of a comprehensive mobile solution that could enable the sales reps to deliver more value to their customers anywhere and at anytime was needed.

The Ecobuilding's team at Schneider Electric believe that in this fast-paced, “need-it-now” world, it is a necessity for sales reps to respond to customer requests beyond normal business hours. Mobile applications allow reps to share relevant content, track customer engagement and identify follow-up steps regardless of location. Simply put, Schneider Electric wanted to expand sales reps' ability to serve customers on the go via a robust, service-oriented mobile application.

About

- www.schneider-electric.com
- Energy Solutions
- Manufacturing

Goals

- Provide sales reps with all relevant content that will drive sales conversations
- Mobilize sales reps to service customers on the go from anywhere

Approach

- Mobile driven sales enablement solution that is both intuitive and reliable

Results

- Sales reps have access to all relevant content on a intuitive platform
- Sales reps can present and share content from any device
- Sales reps are provided with actionable insights
- Content usage by the sales team has increased by 300%

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MOBILIZING WITH SHOWPAD

Schneider Electric evaluated options to improve their mobile application platform and eliminate all challenges that might come between the sales teams and a successful mobile strategy. Due to its ease of use, enhanced capabilities, quick setup and reasonable pricing, Showpad was selected.

With Showpad, Schneider Electric developed an easy-to-navigate, content architecture that enables users to access and download the content they need, quickly and easily.

Adam Jamison, Global Manager of Web and Mobile Experience at Schneider Electric, explained the positive results, “We tracked the rate content was being downloaded by our sales reps prior to and after we implemented Showpad. Now, sales reps look at content at **four times** the rate than when content was located only on the website - **that’s a 300% increase in activity!**” Marketing Manager Jeremy McCullough additionally added, “Accessing information at this rate shows that our sales reps are better prepared to compete with a bid for potential customers.”

Additionally, sales reps are able to present and share content from their devices at anytime, from any place.

Finally, they can track customer interactions with the content shared in order to identify most interested customers, key stakeholders and relevant follow-up steps.

WHAT’S NEXT

Change is taking place at Schneider Electric. They have equipped their sales teams with the resources they need to sell and compete in the ever-increasing mobile driven world. Customer engagement is increasing and so is the ability to deliver impact when and where it matters most.

We will be following Schneider Electric’s story with Showpad as a partner to see how their organization will continue to transform their sales process while selling smarter and closing more deals.

Organization

Schneider Electric

Date founded

1836

Location

Malmaison Cedex, France

Industry

Energy Solutions

Size

10,000+

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| Jeremy McCullough - Marketing Manager at Schneider Electric