



Xerox Drives Sales Productivity and Effectiveness with Showpad

CASE STUDY



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Our team loves using Showpad

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Paul Batten - Global Sales Enablement Manager, Xerox



Case Study

Xerox drives sales productivity and effectiveness with Showpad



Xerox is an American multinational enterprise for business services and document management, offering global service from claims reimbursement to automated toll transaction, customer care centers, and human resource benefit management.

About Xerox

- www.xerox.com
- Business Services

Goals

- Make content available to both internal and reseller sales teams
- Get more insight into content usage
- Use analytics to drive content strategy and content creation efforts

Approach

- Utilize a mobile-driven sales enablement strategy
- Track and report on content usage

Results

- Provided an easy and efficient way for reps to find needed assets
- Shortened presentation prep time
- Tied content strategy to most used content assets

BUSINESS CHALLENGE

Xerox used a web portal to store information about its extensive product line and service offerings. The company made this information available to its entire sales team consisting of 2,500 internal sales reps and 8,000 resellers.

To prepare for presentations, the sales team needed to search for and download content from the company portal. Salespeople would then either save assets to their laptops or print them out for distribution. This meant that Xerox lacked visibility into what content its sales team was using for client interactions. Additionally, Xerox used a Flash-based sales presentation tool that its sales team found difficult and inconvenient to use.

“We just needed a solution that was simple and intuitive,” explains Paul Batten, Global Sales Enablement Manager, Xerox. “We needed something that the sales team would actually use.”

SOLUTION

Searching for alternative solution, Paul was introduced to Showpad while attending an event in London. “I was so impressed that Showpad was a mobile-driven solution,” Paul added. “Nothing like it existed at the time.” Showpad’s simplicity and ease of use were also key factors for Xerox. The company found the solution intuitive and believed it would simplify the lives of its sales team.

In addition, Showpad would give sales leaders visibility into their team’s content usage. The goal was to use analytics to provide insight into which assets were the most successful in driving sales conversations. With this data, Xerox could develop intelligent strategies for future content creation.

SOLUTION

With Showpad, Xerox was able to organize content more effectively. The sales team could then access collateral more easily and efficiently.

Since the Showpad launch, Xerox has experienced a 25% increase in content use by its sales team. The platform also helped Xerox gain visibility into what content is being used and how it is helping drive sales conversations forward. With this information, the company is fully enabled to create content based on a strategy that is oriented around their customers.

In addition, the company created 60 different user groups within the Showpad platform. This gave salespeople access to different content assets based on their region, language, and products and services they sold. “Our sales team loves utilizing Showpad,” Paul says. “It has become a briefcase for our sales team. The love how everything that can be found in Showpad is presentable and readily customer-facing.”

Date founded

1906

Location

- HQ: Norwalk, CT
- Global presence

Industry

Business Process Services

Employees

140,000+

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ABOUT SHOWPAD

Showpad delivers the world’s most powerful content activation platform — one that makes your content incredibly easy to find, present, share and measure. Showpad empowers businesses to deliver their content to the right audience at the right time with the most intuitive and robust content platform. With Showpad, sales and marketing teams work better together to engage with audiences, advance conversations, inspire loyalty and accelerate your business. The Showpad platform can be deployed quickly and scales for any company.