



Securitas USA

ABOUT CLIENTPOINT

Located in Carlsbad, CA, ClientPoint is a robust cloud-based sales collateral and proposal creation, tracking, and management system.

ClientPoint.net
888-972-7375

ABOUT THE CLIENT

Securitas USA is the leading international company specialized in protective services based on people, technology, and knowledge. The group has approximately 300,000 employees in over 60 countries worldwide.

www.securitasinc.com

This case study was built from an interview with Bill Barthelemy, COO for Securitas North America.

Securitas USA grew sales by 25% in the year after implementing ClientPoint and reduced the time it takes to create a proposal from 3 hours to only 30 minutes.

THE SITUATION

To create sales proposals, Securitas North America was first using a MS Word sales proposal template they created in-house. They were not satisfied with it so they switched to a commercial proposal system offered by a competitor of ClientPoint. (For confidentiality we will call that system the “XYZ system.”) The XYZ system was cumbersome and not much better than using a MS Word document. They tried working with it for about 18 months, but they were never satisfied.

The problems and frustrations caused by using this system were:

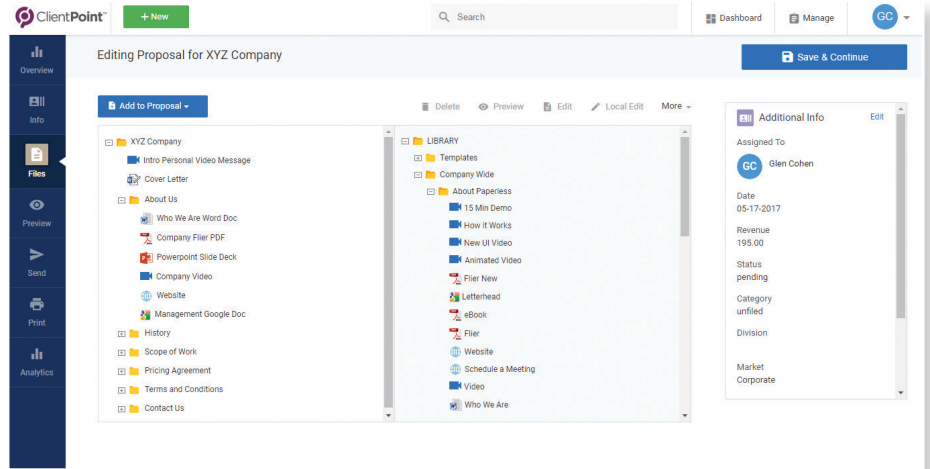
- ✗ The XYZ system was **difficult to use** and caused resentment among reps.
- ✗ Because the XYZ system was so difficult to use, it now took sales people significantly more time to create a proposal than it took to create a proposal using the company’s original in-house proposal template. This **decreased the productivity** of their sales people and increased frustration.



This situation led the management of Securitas North America to look for a new proposal development and management solution.

THE SOLUTION

ClientPoint worked with the management team at Securitas North America to build custom business proposal templates that matched their exact business needs and brand image. ClientPoint then trained the Securitas North America sales teams how to use the ClientPoint system to create, track, and manage all their sales proposals.



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I would recommend ClientPoint to any business. It's a great product all around and the people at ClientPoint are great folks to work with. Their support is phenomenal and they work around our schedule to help us. They could not be better to work with.

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THE RESULT

- ✓ Securitas experienced a **25% increase in sales** in the year after implementing ClientPoint
- ✓ In the past it took them 2-3 hours to create a proposal. Now, with ClientPoint, it takes them less than 30 minutes. This led to a significant **increase in productivity** for the Securitas sales team. The Securitas North America sales team is pleased with how easy it is to customize proposals in the system.
- ✓ Securitas North America management is pleased with how ClientPoint has **standardized their proposals**, making them consistent and accurate in their appearance, content, and messaging. No longer are sales people “doing their own thing” when creating proposals.
- ✓ Overall, Securitas says that ClientPoint gives them a **strong competitive advantage** in their marketplace. A proposal made in ClientPoint stands out because it is a multimedia experience rather than a static “cut and paste” pdf file, the type of proposal that most businesses send to clients. A proposal created on the ClientPoint system feels like it was created and designed specifically for the client to which it was sent.

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To me, your analytics and reporting tools are a real game changer for us. To be able to look at the reports and be able to see at a glance our activity levels by location and exactly how we are doing is extremely valuable and insightful. I also like how we can see all the way down to how much time each of our clients are spending looking at our proposals, down to the page-by-page level... We can also monitor the activity of each of our sales people to see how each person is performing and if there are any problems we need to address.

— Bill Barthelemy, COO
Securitas North America

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Contact us to receive a free live consultation of ClientPoint software at 888-972-7375 or online at clientpoint.net

