

CloudApps' SuMo for Salesforce expands gamification offering to motivate CRM adoption & engagement to the next level

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Latest release delivers competition wizard, Chatter user experience & true mobile capabilities

London, May 14th 2014 – CloudApps (<http://www.cloudapps.com>), the company that delivers increased business performance by enabling employee behavioural change, today announced the immediate availability of the latest version of its award winning SuMo for Salesforce (<http://www.cloudapps.com/product-overview/sumo-for-salesforce/>) application. This new version of SuMo includes enhanced gamification capabilities intended to further motivate increased CRM user adoption and engagement levels. SuMo builds upon capabilities that are already delivering customers increased data quality levels; individual user performance tracking & coaching and CRM process optimisation.

The latest iteration has expanded SuMo onto mobile devices, making it easier to access the application from anywhere at anytime. But SuMo users will notice many other updates in the software. A cleaner and tighter integrated user interface, the full integration of Chatter to facilitate social interactions and the new and easy-to-use competition wizard which will allow Sales, Service & Marketing leaders to rapidly create both team & individual competitions, tapping into drivers that motivate the workforce.

“SuMo for Salesforce 4 allows organisations to take the use of game mechanics to the next level. Using the competitions wizard, businesses can quickly tap into the motivations of employees and stimulate any behaviour. By making the app truly mobile and with the new user experience, we can keep CRM adoption at the forefront of employees’ minds and cater for the high quality input of valuable data, such as details for sales leads. This mobile capability enables SuMo to constantly drive employee behavioural change and reinforce the correct behaviours that will allow people to power business performance improvement’ said Peter Grant, CEO, CloudApps

CloudApps will be showcasing SuMo at the Salesforce1 event in London on May 22nd as a Platinum sponsor. CloudApps gamification experts will be on hand to present the new features and benefits to attendees.

SuMo for Salesforce – New Features Explained:

SuMo Mobile App

Downloadable from the App Store the SuMo mobile companion app delivers a truly offline mobile experience, allowing users to interact with data even when there is no Internet connection available. This mobile capability means employees can stay connected with best practice behaviours at all times.

SuMo Salesforce1 Support

SuMo is now available through the salesforce.com “Salesforce1” mobile client, providing access to both CRM data and SuMo competitions, rewards and leader boards from one place, allowing employees that are on the road to easily keep in touch with their performance.

SuMo: A Chatter Profile App

SuMo is now delivered as a “Chatter profile” application using the Salesforce.com Chatter style guide. This new SuMo user interface means the application delivers a tightly integrated user experience, making SuMo an intuitive and social application extension to the core CRM and Chatter capabilities. This seamless user interface experience allows organisations to increase CRM user adoption and accelerate the achievement of business KPIs by delivering game mechanics to reward and recognise employees for best practice CRM performance.

SuMo Competition Wizard

SuMo for Salesforce provides an easy-to-use competition wizard allowing Sales, Service & Marketing leaders to rapidly create both team & individual competitions. The competition wizard gives organisations complete control over the creation of highly targeted competitions, including long lasting group competitions that feature levels and short, sharp competitions focused on motivating a specific set of behaviours.

SuMo API

To allow individual organisations and departments to further tailor SuMo to their own needs, the latest version of the application extends the already far-reaching customisation capabilities by offering the SuMo API, allowing each client to customise the User Interface according to their own preferences.

CloudApps will be offering demonstrations of SuMo v4 at booth 101 at Salesforce1, 22nd May, London ExCel.

About CloudApps

CloudApps increases organisational performance by enabling, encouraging, enhancing and measuring behavioural change.

CloudApps enables organisations to constantly improve and optimise the performance of people, through the application of intuitive, social and mobile applications. CloudApps’ secure, trusted cloud platform employs game mechanics and expert content to motivate and measure the impact of behavioural change.

Enabling social engagement through nudging and rewarding employees, customers, prospects and partners, CloudApps creates much deeper levels of engagement with organisations. Everyone in the new breed of socially connected enterprise has become “a market of one” and as such constant, evolving dialogue is critical to ensuring that individuals are motivated and driven to excel.

CloudApps is already in use by over 250 customers, including blue-chip organisations such as AMEC, EE, ERM, Lush, La Fitness, Sainsbury, Salesforce.com, Sears, Tesco, Thomas Cook and TUI Travel.

For more information go to <http://www.cloudapps.com>

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