

CloudApps' SuMo for Salesforce chosen by Qlik to Boost Performance of Lead Qualification Team

Submitted by: CloudApps

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London June 10th 2014 – CloudApps (<http://www.cloudapps.com>), the company that delivers increased business performance by motivating employee behavioural change, today announced that Qlik (<http://www.qlik.com>), a leader in user-driven business intelligence (BI) has implemented the SuMo (Success Through Motivation) for Salesforce (<http://www.cloudapps.com/product-overview/sumo-for-salesforce/>) application and The SuMo Pulse (<http://www.cloudapps.com/services/consulting/>) managed service from CloudApps to embed behavioural change across its sales and marketing teams, and motivate employees to continuously improve lead qualification processes.

Qlik was looking for a solution to drive adherence to best practice lead qualification. Qlik has leveraged the highly flexible SuMo tool backed up with expert behavioural services to tap into individual motivations to drive the adoption of lead handling processes across the business and maximize the return on the large quantity of marketing leads that Qlik generates each year.

Joe Francis, VP, Global Operations & Strategy Management at Qlik, comments, “We have started to see improvement in performance across our key lead management metrics, evidence of the value CloudApps has delivered. SuMo has allowed us to cater to our employees individually and tap into what motivates them to perform at their best.”

“The company is starting to see the benefits of a thorough planning process through SuMo Pulse,” states Peter Grant, CEO, CloudApps. “Qlik is now in a position to better drive behaviours across a multi-cultural organisation, and get all members of the team fully aligned with core lead qualification processes.”

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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