

Glenroy unwraps gamification solution to motivate sales performance

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Packaging film experts accelerate sales success using CloudApps' SuMo for Salesforce.

London, May 5th 2015 – Glenroy (<http://www.glenroy.com/>), the experts in packaging film and stand-up pouches, today announces the rollout of SuMo for Salesforce (<http://www.motivation.cloudapps.com/product-overview/sumo-for-salesforce/>) across its sales and marketing teams. SuMo, from CloudApps, the company that delivers increased business performance through employee behavioral motivation, uses the concepts of data science and gamification to accelerate sales performance.

Glenroy is a manufacturer and printer of high-quality flexible packaging film and stand-up pouches for a variety of industries, including personal care, pharmaceutical, food, and household products. Established in 1965 and celebrating 50 years of continuous growth, the multi-award-winning company has expanded its workforce to in excess of 200 employees.

Current Sales Director and 15-year Glenroy veteran, Barb Woodruff has been responsible for shaping much of this sales growth. Having invested in salesforce.com CRM, Woodruff sought a solution to drive up user engagement across the entire sales process from lead qualification and sales activity management through to accelerated deal closure. Woodruff selected SuMo as the natural accompaniment to fuel the next phase of Glenroy growth.

SuMo is an innovative application that deploys behavioral nudges and game mechanics to motivate best practice sales behaviors across every employee.

“We were seeking a fun and innovative way to engage our users and deliver best practice sales coaching across all aspects of the sales process. The behavioral nudges that SuMo delivers to users act as an ever present sales coach that encourages the right actions to happen at the right time”, said Woodruff.

Having first run SuMo in “baseline mode”, invisible to the users, Woodruff was able to construct a detailed picture of current engagement with the CRM system, exposing inconsistent use.

Woodruff added, “SuMo allows us to bring consistency and quality to every sales interaction we have, increasing our chances of achieving a successful outcome.”

Since deploying SuMo, Glenroy experienced:

- 295% increase in sales activity
- 275% increase in qualification quality
- 200% increase in proposal quality

“Glenroy is a true innovator in their industry, from delivery of products to customer service. They have embraced SuMo as the positive way to motivate increased sales performance and it is refreshing to see the results they are experiencing”, said Peter Grant, CEO, CloudApps

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CloudApps – People Powered Performance

CloudApps harnesses the power of data science and gamification to predict and accelerates sales performance.

CloudApps enables organizations to constantly improve and optimize the performance of people. Built on the Force.com platform, SuMo employs game mechanics and expert CRM content to motivate behavioral change.

Enabling engagement through nudging and rewarding, SuMo creates much deeper levels of engagement. 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 organizations such as AMEC, EE, ERM, LeasePlan, The Post Office, British Gas, Sainsbury, Salesforce.com, Tesco, Thomas Cook and TUI Travel.

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

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