CloudApps launches behavioural data science service to predict & accelerate sales performance

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SuMo Insight service harnesses data science & gamification to deliver an early warning system for sales leaders and provide a sales performance boost for sales teams

London, May 7th 2015 – CloudApps (http://www.motivation.cloudapps.com), the company that delivers increased business performance through behavioural motivation, today announces the immediate availability of SuMo Insight, a new service that uses data science and gamification to predict and accelerate sales performance.

SuMo Insight (http://www.motivation.cloudapps.com/product-overview/) takes advantage of CloudApps flagship product, SuMo Motivate (http://www.motivation.cloudapps.com/product-overview/), to track and record the behaviours of users of salesforce.com CRM. In a process that delivers results in as little as 4 weeks, a significant set of behavioural data is rapidly assembled.

SuMo Insight Analytics are deployed to uncover the behavioural trends, cadence and timing of top sales performers. Resulting in the identification of the "winning way", a defined process that predicts sales outcomes and repeatedly accelerates deals.

Once SuMo Insight has illuminated winning behaviours and the path that leads to success, SuMo Motivate is deployed to nudge and prompt every user to follow the "winning way", using game mechanics, including leader boards, badges, points and rewards. The combination of SuMo Insight and SuMo Motivate results in an early warning system for sales leaders and a rapid acceleration of sales performance across every sales team.

"We are surrounded by data and tools that promise to help us make better informed decisions or implement more efficient processes. However, none of them are able to analyse what really matters the most, the behavioural profile of our top performing individuals", said Peter Grant, CEO of CloudApps.

Grant added, "For the first time, organisations can now truly understand the habits and route to success taken by their most successful employees, digitise it and motivate every employee to follow suit."

SuMo Insight has been deployed at a number of CloudApps customers with effective results. G4S experienced an 86% increase in sales performance and a 60% increase in well-qualified pipeline whilst LeasePlan experienced a two-fold increase in sales activity and a 5-fold increase in sales engagement.

#ENDS#

CloudApps – People Powered Performance

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

CloudApps enables organisations to constantly improve and optimise the performance of people. Built on the Force.com platform, SuMo employs game mechanics and expert CRM content to motivate behavioural 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 organisations 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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