

CloudApps launches interactive display boards to motivate increased sales and customer service performance

Submitted by: CloudApps

Thursday, 14 May 2015

SuMo Inspire advances individual & team performance through interactive display boards for Salesforce.com customers.

London, May 14th 2015 - CloudApps (<http://www.cloudapps.com>), the company that delivers increased business performance through behavioural motivation, today announces the release of its latest product offering, SuMo Inspire (<http://www.motivation.cloudapps.com/product-overview/sumo-inspire/>). Featuring interactive display boards, SuMo Inspire helps every salesforce.com customer to accelerate sales and customer service performance through increased user engagement and collaboration.

As is common practice with all CloudApps' products, SuMo Inspire is built 100% on the Force.com platform, offering every customer of salesforce.com CRM the ability to display any data held within the system as leader boards on large display screens. SuMo Inspire delivers transparency and a competitive edge to teams dealing with any part of the CRM lifecycle, right from lead qualification to closed revenue and customer service handling.

Users of CloudApps' flagship product, SuMo Motivate (<http://www.motivation.cloudapps.com/product-overview/>), which delivers increased performance through game mechanics embedded deep into the salesforce.com CRM platform, can also take advantage of Inspire. Additional leader boards showing the rewards and experience points gained by users serve to reinforce the engagement of sales reps and service agents with winning behaviours.

SuMo Inspire extends user engagement and collaboration with audience participation features, including 'cheers', 'taunts' and 'comparison requests', along with breaking news broadcasts. Featuring leader board animations that instantly respond to data as it changes, SuMo Inspire allows the entire team to keep up with local and global updates as they happen.

With 1-button set-up that includes four pre-configured channels, a wizard-driven builder, ten colour and style themes to choose from and a dynamic look & feel that can be altered instantly, getting started is simple.

Peter Grant, CEO of CloudApps commented: "The release of SuMo Inspire propels Salesforce.com CRM onto the big screen, creating complete transparency of achievement and tapping into the latent competitive nature that really accelerates sales performance and customer service excellence."

"Having rolled out SuMo Inspire to both our Inside Sales and Customer Success teams, we were staggered by the rapid results; a 45% decrease in case resolution times and a 25% increase in qualified pipeline has made Inspire an invaluable addition to our team!" said Adrian Slatter, Sales Director. Design Software Solutions.

SuMo Inspire will be showcased at Salesforce World Tour in London on May 21st.

#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/>

Media Contact:

Tim Knight

m: 07798 735120

e: tknight@cloudapps.com