

Gamification App Grows Topline Revenue

Scalable Gamification Solution Successfully Creates High Performance Sales Culture

Company

Leading supplier of alcohol monitoring technology

Business Pains

The company needed:

1. To measure sales performance for individual reps, based on sales-oriented activities & number of monitoring units installed.
2. To improve sales productivity by creating a gamification app.

Solution

- Leveraged the force.com platform to automatically sync data from back-office ordering system to Salesforce.
- Custom Apex development created the gamification app and calculated points earned.

Customer Benefits

- Gamification app works as a motivator for sales users, pushing them to achieve better results and allowing regions and franchises to compete for a leadership position.
- Company executives have real-time performance visibility, allowing them to proactively invest efforts where needed.

71% of companies running gamification initiatives see an 11- 50% increase in measured sales performance



1 tool that can boost sales teams' effectiveness are games

When designed properly, gamification keep reps engaged by creating a goal that matters, generating recognition among peers, and providing meaningful rewards.

-- Forrester, January 2015

