

KESTE CASE STUDY

Gamification App Grows Topline Revenue

Unique Gamification Solution Successfully Creates High Performance Sales Culture

CASE STUDY HIGHLIGHTS

Customer: A leading supplier of ignition interlock systems and portable alcohol monitoring devices.

Industry: Alcohol monitoring technology.

Business Challenges

The company needed:

1. To improve sales productivity by creating a gamification app
2. A clean way to measure sales performance (sales KPIs) for individual reps, based on sales-oriented activities and the number of monitoring units installed.

Keste Solutions & Innovation:

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

Business Benefits

- The new gamification app works as a motivator for sales users, pushing them to achieve better results and allowing company-owned regions and franchises to effectively compete for a leadership position.
- The company's executive team now has real-time performance visibility, allowing them to proactively invest efforts in needed regions or with struggling franchises.

Products Leveraged

- Sales Cloud
- force.com
- Apex

Business Challenges

A leading supplier of ignition interlock systems and portable alcohol monitoring devices — operating both franchised and company-owned territories — needed to better incent their sales people, realign selling behaviors, and effectively track results in an effort to grow topline sales. Specifically, they needed to improve:

1. **Sales Productivity.** The company wanted to incent sales productivity by creating a gamification app. Due to the unique nature of the company's business model, the gamification calculation would be based on 1) sales KPIs located both inside and outside Salesforce Sales Cloud and 2) a wide range of sales actions.
2. **Sales Performance Measurement and Reporting.** They needed a clean way to measure and track sales KPIs trends and performance in real-time. Previously, this had been done via spreadsheets with no clear way to measure or compare regions or franchises.



Keste Delivers—Solution and Innovation

Keste was selected to create a gamification app that would:

- incent sales users, allowing them to win “points” for quota performance and a variety of sales actions, including inputting a minimum number of tasks into Salesforce each month.
- provide better performance analytics.



However, the sales data that was needed to run the gamification app and handle reporting was stored in two separate systems — Salesforce SalesCloud and a legacy order entry system. The two systems did not share data, making the analysis of company performance extremely difficult and time consuming.

The Keste solution leveraged the force.com platform to automatically sync data from the legacy systems to Salesforce, either creating new data or updating existing data. Now everything that is needed for the gamification calculation is captured in Salesforce.

Keste leveraged Apex to create a custom, scalable gamification app — one that allows for the addition of task types without any code changes. The calculation runs once a month and is based on a unique customer algorithm (for each region) that leverages predetermined sales actions and tasks. The calculation awards points and ranks sales users, as opposed to calculating user points independent of other users’ performances.

The gamification app supports the company’s President’s Club awards program, since a sales user cannot be eligible if they do not input the minimum number of tasks into Salesforce each month... even if they meet or exceed quota.



Business Benefits

This unique gamification solution has successfully created a high-performance culture —positively impacting several different areas:

- On the sales side, the gamification process works as a motivator for sales users. By bumping users’ self-efficacy, this scalable solution has pushed sales users to achieve better results, allowing regions and franchises to effectively compete for a leadership position.
- On the management side, the company’s executive team now has real-time performance visibility throughout the entire sales process. They are able to proactively invest efforts in needed regions or with struggling franchises, keeping their sales momentum going.

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

– Forrester, January 2015

Keste, a key Salesforce Gold Alliance Partner, is an award-winning solutions and development company that helps companies automate and optimize complex business processes. By leveraging our expertise in force.com, Heroku, CPQ and mobile services, Keste is able to create and fully integrated enterprise solutions that allow customers to leverage their investments in Salesforce and back office ERP solution suites.