

CLOUD SOFTWARE VENDOR

KNOW YOUR CUSTOMER

Company Background:

A sales enablement company with an integratable training platform helping to improve performance.

Key Metrics:

- Volume of Go-to-Market
- “Big Rocks” - Large Initiatives, Campaign Deliverables, Internal Work Volume, Utilization

Team Lead: Project Manager

Teams on Solution:

- Marketing Content & Creative
- Marketing Automation
- Product Development
- Events
- Sales Enablement
- Support Team
- Competitive Intelligence
- Program Managers
- Marketo
- Corporate

UNDERSTAND YOUR CUSTOMER

Current Challenges:

- Teams lacking a formalized process, causing problems with visibility and overall collaboration
- Rapid growth causing organization and teams to struggle with workload

GOALS/SUCCESS CRITERIA

- Control engagement with one intake process
- Enforce process and accountability
- Improve visibility for stakeholders
- Improve collaboration
- Build efficiency and consistency
- Manage large workload and resources against fast growth

NET PROMOTER SCORE

“The consultant was informative and friendly and great to work with.”



Likelihood to Recommend: 10.

Get in touch with us to find out how we can take your teams to the next level today:



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