Enabling Sales Leaders with a First-of-Its-Kind Analytics Platform

Customer Since:
2018

Solution:
GoodData Enterprise Insights Platform

Use Case:
Sales enablement

Favorite Metric:
Correlation of enablement to revenue

Best Feature:
Ability to create custom visualizations to illustrate important metrics

Results:

▸ Increased sales and improvements in win-rate with new SalesHood Analytics

▸ High customer satisfaction and net promoter score

▸ Faster time to market

With today's globally distributed businesses, companies are spending millions of dollars traveling to different locations to onboard, train, and certify new sales representatives. In doing so, a number of different trainers and presentations may be used, all of which may have different degrees of effectiveness and result in inconsistent sales rep training and overall performance. SalesHood was founded in 2013 to address those issues, using its sales enablement platform to increase team productivity and company revenue.

"We founded SalesHood to modernize that onboarding, training, and knowledge share process, ultimately helping companies go to market faster," said Elay Cohen, Founder and CEO of SalesHood. "Through our sales enablement platform, we're able to help all of a company's sales representatives sell like top representatives."

The company combines proven best practices in sales enablement with a technology platform that makes it easy to connect globally distributed teams. The enablement platform houses all onboarding, sales training, coaching, and content management capabilities in one central location, enabling SalesHood to serve as the single source of truth for all of a company's sales-related questions.

Responding to customer needs and competitive pressure

SalesHood was quickly adopted by many new customers, but those customers soon had feedback. Specifically, they were looking for insights showing the performance of engagement with the content they had on SalesHood. "While our net promoter score is high and also high relative to our peers, when we look a little deeper into the score, we see that the constructive feedback we get is almost always about reporting," said Cohen. "We knew we needed to introduce robust analytics and insights to help our customers make better decisions to improve the sales process."

SalesHood also acknowledged the risks they faced if they failed to introduce analytics. "We knew how important this was to both our existing and prospective customers," said Cohen. "The last thing we wanted was to have a competitor begin using analytics and reporting before we did and capture that customer base. We knew we needed to act fast."

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Elay Cohen
Founder and CEO,
SalesHood

Deploying analytics without taking time from core competencies

When it came time to begin the process of introducing analytics to its platform, SalesHood considered building its own solution, though they quickly recognized the challenges that would present. "We needed to embed analytics to ensure a seamless customer experience, but our developers were already maxed out," said Cohen. "They didn't have the time or the bandwidth to create something new when they were dedicated to our product roadmap and accelerating our business."

SalesHood realized that partnering with a vendor would enable the company to continue focusing on their core product: providing a best in class platform for sales enablement, coaching, and compelling content. "By partnering with GoodData, we can continue to be the leader in the industry, because we can keep on expanding and building out our features—without having to take half of our developers off our core competency to build out an analytics solution."

After meeting with GoodData, SalesHood made the decision to work together on its new platform with analytics and insights distribution built in. "With GoodData, we knew we were getting a partner for the long term," said Cohen.

Creating an analytics experience customized to each company's goals

GoodData was able to immediately give SalesHood's customers a way to visualize how successful they were in an emerging field. "Sales enablement as a discipline is a new category, so there isn't a set of standard KPIs that exist or a definition of what good reporting looks like yet," said Cohen. "That means our customers wanted to customize their metrics to their own unique KPIs." With GoodData, SalesHood was able to draw those correlations between the enablement system and the customer's revenue system, and then display metrics that align with the customer's

KPIs. "By partnering with GoodData, we're able to create intuitive dashboards that are completely customized so our customers are able to start making business decisions based on personalized insights within days," said Cohen.

SalesHood's customers also wanted to be able to connect a rep's performance data with actions taken within the enablement platform. "With this new platform, we can show our customers which people recorded pitches, which videos they watched, what content they read, and then map that activity to performance indicators," said Cohen.

Not only that, but their customers wanted to be able to correlate the activity data inside the platform with their sales. "That correlation is the holy grail in our world, and so the ideal solution is to provide our customers with a self-service customized visual experience," said Cohen. Through this experience, customers are now able to see their data, correlate it with sales performance, and make immediate decisions to impact the success of their sales team immediately.

The promise of a robust, scalable dashboard to help customers scale as well has been winning SalesHood new business. "When we show people what we offer, their eyes go wide," said Cohen. "The visual representation correlated with sales based on engagement is a huge advantage for our customers, and it's enabling us to close more deals and leapfrog our competition."

With the first iteration of the platform launched, SalesHood is looking forward to continuously introducing new features and capabilities. "We know we have a real partnership with GoodData," said Cohen. "I'm excited to see how we can work with our customers and with GoodData to continue providing our customers with the best possible analytics and insights."

SalesHood dashboards. All data has been generized:
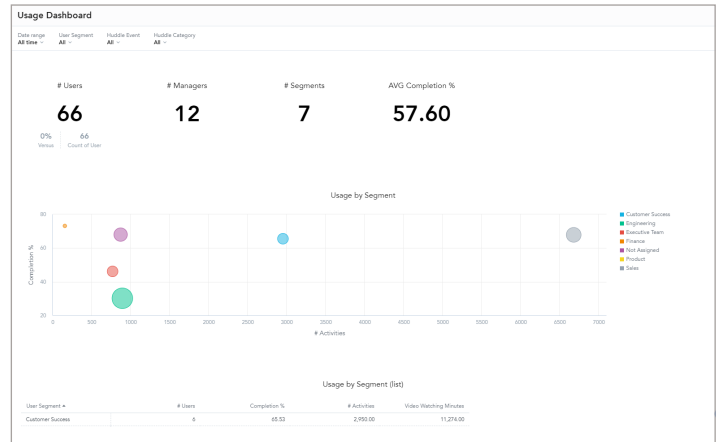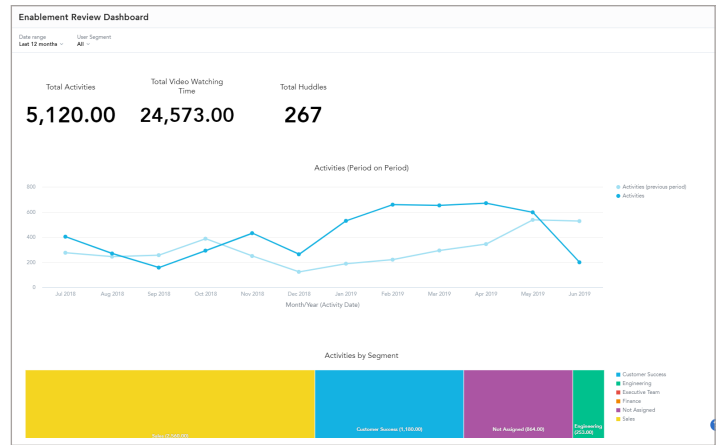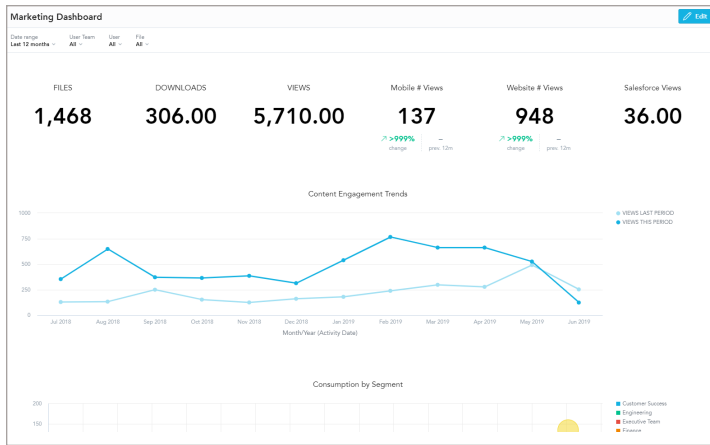
Additional resources

If you'd like to discover more about embedded analytics and the GoodData platform, we have a number of additional resources available.

Learn more
Visit GoodData's **embedded analytics** website to learn more about different types of embedded analytics, solutions, benefits, and additional customer success stories.

Embedded analytics trial
With the **embedded analytics trial**, you can see GoodData's analytics platform embedded in an application's user interface so you can get a clear example of what embedded ad hoc data discovery looks like. Explore a demo application enhanced by analytics visualizations, then create analytical insights using an intuitive drag-and-drop experience.

Get more information

Have a question or want more information that we didn't cover here? Our team is happy to **schedule a call.**