

Large Telecom Saves Money & Ramps Partner Sales With Retail Sales Enablement from Modus

Highlights

- Significant cost savings/ROI
- Better buyer experiences
- Partner sales reps have easy access to necessary promos, product/service information, order entry accuracy, and training.
- Easy insight into what content and training is most effective and valuable
- Timely push notifications allow reps to be on top of new promos, products, etc.
- Ability to execute GTM strategy
- Simplifies the sales process
- Robust analytics on store and rep performance

Business

This customer is a large Telecom company that uses retail partners to sell cutting-edge products and services. Over 10,000 indirect sales end-users leverage the platform daily to access content and training to deliver buyers the best possible customer experience.

Problem

The Sr. Manager charged with delivering full execution of the marketing strategy to the field recognized that escalations were unusually high, leading to sub-optimal customer experiences and increased cost. This business was using an internal platform for communication to their reseller partners. The company's retail partners didn't have an effective system to distribute the material they needed to get to sellers for new and ongoing training and information about products and services offered, new promotions, etc.

There was also no way for the partners to create and share the specific content that would work for sales reps that sold in different big-box retailers. These challenges prevented representatives from operating efficiently and not giving customers the desired or consistent brand experience.



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Further, these retail sales reps turnover three or four times a year, which means the solution needed to be easy to use and engaging, without extensive training.

Solution

This company saw that the Modus platform could answer their communications problem and deliver the training and information retail sales reps needed to sell their products and services from day one. The Modus solution gave them the confidence to engage customers efficiently and effectively.

The Modus team, telecom client, and client retail partner representatives conducted a comprehensive needs analysis focusing on the specific requirements of the sales reps in the big box stores. They were especially interested in the robust analytics that showed what partner's sales reps had the shortest ramp-up time. This information helped the Telecom company provide its partners with actionable analytics.

Process

Once a new rep comes on board, they download the app. During downtime, reps can also watch training modules and learn from them. It contains everything they need to know about the telecom company's products, services, and offerings. There are also training modules that reps can watch and learn from during downtime to gain additional knowledge. The information and content are organized for easy access to just what they need when they need it.

Reps are also immediately notified when a new product, feature, or promotion comes out via the notifications feature. Notifications help keep everyone up-to-date and reduce escalations in the stores, which big shopping clubs can't afford based on their subscription models. With Modus, escalations have dramatically decreased, leading to cost savings for the company.

It's been a breeze for our contact to roll out new products and programs and ensure the reps have everything they need to promote and sell their products and services. Modus is helping this customer deliver a consistent and positive experience across their retail channels.



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Next Steps:

Our client managers have done a great job leveraging the platform analytics to identify best practices that can be shared to accelerate sales rep onboarding and ramp to revenue production.

This customer is continuously evolving based on data and user feedback. For example, they frequently share promotional information via the mobile app ahead of time allowing their reps to be more prepared when new promos are released to the public.

With the customer's focus on retail partners and successful in-store sales, they plan to engage more sellers. And will continue to focus on quick onboarding and revenue production across multiple channels.

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