BRIGHTPEARL

Cloud software provider stokes the fires of friendly competition worldwide

Brightpearl provides software as a service (SaaS) that enables multi-channel retailers to manage the heart of their business by combining orders, inventory, customer data, accounting and reporting into a single, reliable retail management system. The company's sales organization is bicontinental, with one team located in Bristol. U.K., another in San Francisco, Calif., and reps in Reno, Nev. and Omaha, Neb.

Brightpearl needed an easy, automated way to motivate and track the performance of its sales teams. The company began a search for a solution that would keep its global sales organization in sync and productive, while eliminating the need to manually track each sales rep's performance. Brightpearl also wanted to create a culture of transparency, so reps could see at any given time where they rank on their own team, as well as their rank in the overall sales organization.

After evaluating several tools and solutions, Brightpearl chose Hoopla to power its sales motivation initiative. The decision was based on several factors, including Hoopla's native integration with Salesforce, professionally designed screens, and its intuitive interface.

"Hoopla was so easy to get up and running. We had our first stats and leaderboards created within two or three days," says

Carter Perez, SVP Sales, Americas at Brightpearl. "With Hoopla we can very easily construct leaderboards that give us live, ongoing updates on each rep's individual performance, the U.S. and U.K. teams' performance, as well as how we're doing globally as a company."

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Brightpearl created three Hoopla TV channels, which stream live performance updates from the company's Salesforce system to big-screen TVs throughout the

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company. The Hoopla channels provide real-time views into the company's sales performance, including U.S. sales, U.S. client services and U.K. sales. Whenever a rep reaches a goal, a live recognition event is instantly broadcast to Hoopla TV with the rep's name, picture and custom music.

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Brightpearl's sales teams use Hoopla leaderboards during the qualification process to track its sales development reps on team and individual levels, including the number of calls made, and inbound and outbound sales accepted opportunities. The company also tracks revenue on a team and individual basis, as well as its President's Club members.

Hoopla also makes it easy for Brightpearl to regularly run games and sales contests to motivate reps around short-term goals, such as calls made or meetings scheduled. "The Hoopla leaderboards stoke the individual competitive fire of our sales reps," says Perez. "When reps get to see where they stand in the stack rankings, it provides that extra motivation they need to go out and get another deal closed."

Brightpearl's service team also uses Hoopla leaderboards to track accounts that have launched the company's software in the last 90 days, as well as for recent go-live accounts and partner launches. The team even displays a custom web page on the Hoopla screen to show customer satisfaction numbers, and

streams its customer feedback and Twitter activity on the Hoopla TV RSS newsfeed. A Hoopla action event fires off whenever a project launches, alerting everyone in the company that another important milestone has been reached.

Perez notes that there's been a distinct behavioral change in the sales team since implementing Hoopla, which is helping the company increase Salesforce user adoption. "Before implementing Hoopla, when a deal came in and they got the signed paperwork, reps would announce verbally, 'Hey, I got this one!' to the team. The reps have always been very public about their wins, but they might not have been so quick to enter their data into Salesforce," Perez explains.

"Now, they make it much more of a stealth affair," he says. "When reps close a deal, instead of announcing it, they will log the sale in Salesforce so that the Hoopla virtual sales gong goes off. Then they sit there and watch as everyone turns to see the win up on the screen. They enjoy getting recognized on Hoopla TV because it gets everyone's attention. Hoopla has really energized our team, boosted our sales performance, and created a unified culture."

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About Hoopla

Hoopla is the new way to win for high-velocity sales teams. Hoopla's Sales Motivation Platform combines modern game mechanics, data analytics and broadcast-quality video in a powerfully simple cloud application that make it easy for sales managers to motivate team performance and score more wins.