



KANTOX

Currency exchange pioneer uses Hoopla to fuel sales team performance

Kantox is the newest unique alternative in the currency exchange market, offering small- and mid-tier businesses a way to exchange foreign currency without incurring the usual high fees and commissions. The company's mid-market rates are displayed on its platform to provide full transparency, and trades can be closed in just one click.

Kantox has aggressively grown its sales team from two salespeople to 30 in the course of eight months. The company wanted an easy way to boost its sales team's motivation and give managers and reps the ability to see how they were performing against a target at any given time. "Kantox chose Hoopla's Sales Motivation Platform to fuel its team's performance and promote a culture of healthy, real-time competition," says Mike Massimi, Director of Sales and International Development at Kantox.

Massimi had used Hoopla at his previous company, so he was already familiar with it when Kantox began evaluating solutions. "Hoopla is the 21st century way to motivate sales teams. With Hoopla, reps no longer need to ask where they stand, because the information is displayed for all to see on the TV screens," he says. "Frankly, I would not consider having Salesforce in any company without having Hoopla running with it."

One of the main things that influenced Kantox's decision to go with Hoopla was that the sales process was completely transparent. "It was very

straightforward in terms of pricing. Moreover, Hoopla has that 'wow' factor. It's really eye-catching," Massimi says.

The commitment of Hoopla's customer support team also impressed Massimi. "The Hoopla team understood our business needs, and demonstrated a real commitment to our success," he says. "This is not usually what you find in a company. Hoopla's support team has a friendly approach, which is a life saver."

"Salespeople are like athletes. The more information they have that is relevant to the race they're running, the better they can perform. Hoopla is a sales motivator—a coach that helps our team run faster."

Kantox uses Hoopla to motivate its global sales teams to perform the key activities that lead to sales success. The company tracks all of its pre-sales activity, including leads created, phone calls, the number of touch points on potential and existing clients, and how many demos are completed. From those, company tracks how many of the completed demos have uploaded a document for the compliance team to look at, which indicates that someone is ready to trade.

kantox

Tomorrow's FX today

“Hoopla takes stats that can be really boring, and turns them into something a lot sexier and more challenging,” says Massimi. “It’s like the difference between watching a football match on TV with replay and different viewing options, versus listening to it on the radio.”

Hoopla also makes it easy for Massimi to run frequent sales contests to focus the team’s behavior on a desired activity. For example, one contest was created to motivate reps to complete demos. The reps received four points for each demo completed, and 10 points for a

“Hoopla takes stats that can be really boring, and turns them into something a lot sexier and more challenging.”

demo completed with document upload, which means that the customer has actually asked for their account to be approved. The rep who accumulated the most points by the end of the month won an Apple TV. In another contest, Massimi offered two iPad Minis as prizes. “The guys were really going the extra mile to be on top of that leaderboard,” Massimi says.

Kantox also tracks real-time metrics in Hoopla. “We track every client’s trades and activity. Hoopla allows us to see, in real time, who is generating the most revenue from which client and, ultimately, what commission they are going to get,” says Massimi.

Another benefit of using the Hoopla solution has been increased reporting and data quality in the company’s Salesforce system. For example, instead of asking reps how many demos they’ve done that day, Hoopla broadcasts live updates

on a 60-inch TV screen. “If they don’t record it in Salesforce, it doesn’t show up in Hoopla, and if it’s not in Hoopla, nobody will see it,” says Massimi. “You’ve done something? Show it to us. Use Salesforce and it will automatically update in Hoopla.”

The sales team loves the recognition Hoopla provides. They keep an eye on the numbers displayed on the leaderboards, and if they don’t match what the reps have in their records, they ask Massimi to check the data in Salesforce. “If the data isn’t correct in Hoopla, it’s most likely because somebody didn’t enter something properly in Salesforce,” explains Massimi. “Hoopla acts as a referee, making sure everything is fair.”

Kantox has seen a significant improvement in the sales team’s focus and performance. Massimi likens it to running a race—knowing you’re fifth out of 50 and the front runner is 500 meters ahead of you. “When you know that, you know you need to run faster. That information is key. Salespeople are like athletes. The more information they have that is relevant to the race they’re running, the better they can perform. Hoopla is a sales motivator—a coach that helps our team run faster.”



Phone: 888-748-1960

Email: sales@hoopla.net

www.hoopla.net

About Hoopla

Hoopla is the new way to win for high-velocity sales, marketing and customer success 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.