GET IN THE
GAME
SALES GAMIFICATION CASE STUDIES
hoopla
TABLE OF CONTENTS

HOW DO YOU MOTIVATE SALES TEAM PERFORMANCE? 4
WHAT IS GAMIFICATION? 5
CASE STUDY 1 — CONNECTANDSELL 6
CASE STUDY 2 — EMEDIA 10
CASE STUDY 3 — GLASSDOOR.COM 14
CASE STUDY 4 — ON24 18
CASE STUDY 5 — SACRAMENTO KINGS 22
CASE STUDY 6 — STONE STREET CAPITAL 26
CASE STUDY 7 — XACTLY CORPORATION 30
CASE STUDY 8 — ZILLOW.COM 34
How do you motivate Sales Team Performance?

Gamification is a rapidly growing trend in today's enterprise sales organizations. More and more companies are embracing the idea of using game mechanics to engage, challenge and motivate their sales teams to perform.

Sales managers who are new to the concept often ask:
• What is gamification?
• How would it work in my organization?
• Does sales gamification really work?
• What are the elements of an effective gamification program?
• What benefits will I get from a gamification program?
• How have other sales organizations done this successfully?
What is Gamification?

Gamification is the use of game mechanics in non-gaming applications. In business, gamification is being used to motivate and engage employees, and recognize and reward their achievements.

While the gamification label is a hot trend, gamification is not really a new concept for sales organizations. Most sales teams already use some form of gamification to motivate and recognize performance. These efforts often take the form of sales contests, President’s Clubs, recognition and rewards programs.

What is new about sales gamification is the use of modern game mechanics and technology to make these contests more engaging, motivating and rewarding. In other words, the same thing that makes many mobile apps and video games so addictive can be used to engage and motivate your sales team’s performance, sometimes with astonishing results.

Following are examples from 8 companies that are using gamification to motivate their sales teams and drive team performance.
CONNECTANDSELL IMPLEMENTS HOOPLA AND THE RESULTS ARE EXPONENTIAL

CASE STUDY ONE

 CONNECTANDSELL IMPLEMENTS HOOPLA AND THE RESULTS ARE EXPONENTIAL

<table>
<thead>
<tr>
<th>Increase</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in conversations/rep/week</td>
<td>420%</td>
</tr>
<tr>
<td>Increase in pipeline volume</td>
<td>850%</td>
</tr>
<tr>
<td>Increase in pipeline value</td>
<td>560%</td>
</tr>
</tbody>
</table>
ConnectAndSell delivers on-demand conversations that help salespeople connect via telephone with potential buyers. The company uses its own technology and a team of 20 sales professionals to reach prospects for its cloud-based platform, a strategy that has fueled the company’s growth since its founding in 2007 to thousands of customers today.

**THE CHALLENGE**

In 2012, ConnectAndSell launched an effort to take its sales organization’s performance to the next level. The company identified the action steps that lead to a sale, and the metrics it wanted to measure. The company needed an innovative way to motivate the sales team to perform those actions consistently, day in and day out.

**HOW HOOPLA CHANGED IT UP**

Today, ConnectAndSell uses Hoopla to display live updates of its key sales metrics, such as the number of conversations held, opportunities created or paid trials initiated for each sales rep. The results are displayed on live leaderboards that change as the data is updated in the company’s Salesforce system. Performance results are purely data-driven, eliminating any perception that sales contests are biased.
THE RESULTS

Since implementing Hoopla, along with some other changes to its sales organization, ConnectAndSell has seen a definite improvement in the metrics that drive success.

Over a period of 8 months, ConnectAndSell saw:

- **420%** INCREASE IN CONVERSATIONS/REP/WEEK
- **850%** INCREASE IN PIPELINE VOLUME
- **560%** INCREASE IN PIPELINE VALUE
- **360%** INCREASE IN SALES SYSTEM ADOPTION
- **260%** PROJECTED INCREASE IN YOY BOOKINGS
CASE STUDY THREE

HOOPLA HELPS EMEDIA ENSURE COMPLETE ACCURACY

60% INCREASE IN ACTIVITY REPORTING
35% INCREASE IN OPPORTUNITY REPORTING
25% MONTH OVER MONTH INCREASE IN SALES REVENUE
As pioneers in B2B lead generation since 1999, emedia executes guaranteed cost-per-lead and traffic generation campaigns for marketers across the B2B spectrum. With 45 sales reps located in offices in both Chicago, Illinois, and London, U.K., emedia’s sales team relies primarily on its inside sales team to sell the company’s lead generation offerings, which include over 7000 online campaigns and an audience reach in the millions.

**THE CHALLENGE**

emedia was looking for a way to motivate sales team behavior around key activities, such as making calls, sending emails and setting meetings with prospects. While the team had a “home grown” gamification solution, the tool was primarily used to run raffles with random prize winners, and was not designed to motivate specific performance objectives.

**HOW HOOPLA CHANGED IT UP**

emedia uses Hoopla to quickly create different games and competitions, and handicap reps according to their quotas, experience or territory. This helps level the playing field and makes emedia’s sales contests fairer for all of its reps. Hoopla also helped emedia motivate specific sales activities and behaviors, not just end results. The company assigns different point values for different activities, such as making calls or setting meetings, and creates separate competitions and leaderboards for different teams, depending on the activity. Reps are also awarded points for entering their progress updates in emedia’s Salesforce application.
THE RESULTS

The result has helped drive adoption of emedia’s Salesforce implementation, ensured complete and accurate information, and increased the excitement level of the sales team.

- 60% INCREASE IN ACTIVITY REPORTING
- 35% INCREASE IN OPPORTUNITY REPORTING
- 25% MONTH OVER MONTH INCREASE IN SALES REVENUE
- Significant INCREASE IN DATA QUALITY

"The ability to customize themes and choose different songs and animations that fire off, keeps everyone engaged."
CASE STUDY FOUR

HOOPLA GIVES GLASSDOOR MORE VISIBILITY

47% INCREASE IN AVERAGE PERCENT OF GOAL FOR APPOINTMENTS SET

100% OF QUOTA CONSISTENTLY ACHIEVED BY FULLY RAMPED REPS

80% OF QUOTA CAN BE ACHIEVED BY NEWLY RAMPING REP
Glassdoor is a company founded on the very idea of transparency. The company’s free community offers the world an inside look at jobs and companies, based on nearly 3 million anonymous reviews posted by employees, job seekers, and the companies themselves. Nick Boeka is in charge of Partner Operations at Glassdoor, the team responsible for implementing products, projects and quality control testing.

THE CHALLENGE

Always looking for new, innovative ways to boost productivity, Boeka was searching for something that would help motivate Glassdoor’s sales team to track their progress against the company’s key business goals.

HOW HOOPLA CHANGED IT UP

Glassdoor uses Hoopla to motivate its team of 40 inside and external sales reps, plus the organization’s management. The company uses Hoopla to track Glassdoor’s key performance indicators (KPIs) and metrics modeled in Salesforce.
I’ve never received a standing ovation before, but that’s what we got when we did the live presentation of Hoopla to the sales team.”

THE RESULTS

Hoopla helps Glassdoor better meet the needs of the company’s executive team and board. “Before, sales data wasn’t complete. Now, we are able to paint a much more complete picture, and management trusts the forecast.”

47% INCREASE IN AVERAGE PERCENT OF GOAL FOR APPOINTMENTS SET

100% OF QUOTA CONSISTENTLY ACHIEVED BY FULLY RAMPED REPS

80% OF QUOTA CAN BE ACHIEVED BY NEWLY RAMPING REP

42% INCREASE IN CRM USER ADOPTION

Increase in PIPELINE AND REVENUE GROWTH

Reps are hitting quotas AND HITTING THEIR STRETCH BOOKINGS GOALS
CASE STUDY FOUR

ON24 HEARS HOOPLA’S SALES GONG AROUND THE WORLD

525% INCREASE IN NUMBER OF MEETINGS SET

150% INCREASE IN NUMBER OF CALLS

250% INCREASE IN PIPELINE
ON24 competes in a crowded market, providing cloud-based webcasting and virtual communications to more than 800 organizations worldwide. They have multiple sales teams spread across 8 global offices located in North America, Europe and Asia.

**THE CHALLENGE**
The company wanted to bring in new technologies and processes that would help the company create a modern, high-performance sales culture.

**THE SOLUTION**
ON24 set goals for its sales reps to increase the number of calls and meetings they held with prospects, which the company knew from experience would lead to an increase in pipeline and bookings. In addition, reps were motivated to promote a specific product—for example, the number of opportunities created or closed for ON24’s new Webcast Elite product.

Using Hoopla’s live, animated leaderboards, the sales performance of 75 sales reps spread across ten separate sales teams are broadcast on large TV screens located in the company’s Charlotte, North Carolina, New York, San Francisco and European offices. Whenever a call is made, a meeting set or an opportunity created, Hoopla’s animated gong sounds off automatically, and the entire global sales team instantly sees the update.
THE RESULTS

The result had an immediate and dramatic effect on the company’s sales culture.

150% INCREASE IN NUMBER OF CALLS
525% INCREASE IN NUMBER OF MEETINGS SET
250% INCREASE IN PIPELINE
100% INCREASE IN BOOKINGS

Although the company moved responsibility for its top four lead sources from the lead generation team to a different group, that team still increased its number of meetings set by 100 per quarter.

"The thing that really amazes me is that we achieved all of this with no increase in headcount. And, we started getting meetings with larger companies."
CASE STUDY FIVE

SACRAMENTO KINGS DRAFT HOOPLA FOR A SALES SLAM DUNK

ABILITY
TO MEASURE TICKET SALES PERFORMANCE AGAINST COMPETING TEAMS

VISIBILITY
INTO DAILY REP PERFORMANCE

QUALITY
IMPROVED SALESFORCE DATA REPORTING AND DATA QUALITY
The Sacramento Kings is a professional NBA basketball team located in California. In May 2013, the once family-owned team was purchased by a group led by a Silicon Valley tech entrepreneur. This ownership change meant that the NBA team would remain in Sacramento instead of moving to Seattle, Washington as previously announced. Soon, plans were underway for a new arena and the 2013-14 season was widely anticipated by Kings fans.

**THE CHALLENGE**

The Kings wanted to capitalize on the renewed sense of excitement among the team’s fans and seize the opportunity to deliver record-breaking sales numbers.

**HOW HOOPLA CHANGED IT UP**

Using Hoopla, the Sacramento Kings can easily create different contests and leaderboards to track the number of meetings set and calls made, and drill down to underlying metrics, such as the number of live conversations and voice mails left, giving context to sales activities.

Hoopla provided the organization’s key stakeholders with insight into the hard work that the salespeople do every day. “It’s a conduit and an amplifier for that excitement, and was a really important piece of the puzzle as we relaunched into the Sacramento market.”
THE RESULTS

Because the sales team works on the opposite end of the building from the rest of the Kings employees, everyone with a TV in their office can now tune in to Hoopla TV and get instant updates on sales results. This means the executive team has more visibility into the day-to-day activities and accomplishments of the sales team.

- **ABILITY TO** **MEASURE TICKET SALES PERFORMANCE AGAINST COMPETING TEAMS**
- **IMPROVED** **SALESFORCE DATA REPORTING AND DATA QUALITY**
- **PROVIDES VISIBILITY INTO** **DAILY REP PERFORMANCE**
- **MOTIVATE** **NON-QUOTA CARRYING REPS (SALES OPS)**

> "Everybody from the president on down will watch sales updates as they come in. They love to be able to see, in real time, how our sales department is doing."
STONE STREET CAPITAL uses Hoopla to generate excitement.

- 59% increase in signed deals
- 22% increase in contracts out/demos held
- 54% increase in outbound call activity
Stone Street Capital is a leader in the specialty finance industry. Over its 22 history, the company has purchased more than $2.5 billion in future payment streams from structured settlements, lawsuits and personal injury settlements, annuities and lottery and other contest prizes.

THE CHALLENGE
Stone Street wanted a real-time solution that would help motivate reps as well as measure and recognize the key sales activities reps needed to perform every day to increase revenue. The company already awarded trophies and prizes to recognize its salesperson of the year, volume leaders and most dollars booked, but they wanted to kick up the competition.

HOW HOOPLA CHANGED IT UP
To provide the additional element of competition and excitement, Stone Street decided to run a contest to get its sales team motivated and competing for wins. Hoopla provides themed content as part of its application, and allows customers to add their own content as well. Stone Street quickly created and launched a March Madness themed contest coinciding with the NBA season. As the contest progressed, so did the team’s point system. At the beginning of the game, Stone Street focused the team on building top of funnel sales metrics, so more emphasis and points were awarded to metrics that promoted top of funnel activity. Later in the contest, the focus shifted toward bottom of funnel metrics, and more points were awarded for signed contracts.
THE RESULTS

The contest had an immediate impact on Stone Street’s key sales metrics, including:

- **54%** increase in **OUTBOUND CALL ACTIVITY**
- **22%** increase in **CONTRACTS OUT/DEMOS HELD**
- **59%** increase in **SIGNED DEALS**

"The results speak for themselves. We are above pace on every one of our key sales metrics. The ROI on Hoopla is so obvious it’s not even close."
XACTLY CORPORATION TAKES PERFORMANCE TO THE NEXT LEVEL

10X INCREASE IN DATA REPORTING AND QUALITY IN SALESFORCE

50%+ INCREASE IN PRODUCTIVITY FOR KEY SALES ACTIVITIES

ELIMINATED UNPREDICTABLE REVENUE SPIKES
Serving businesses of all sizes, from emerging startups to the Fortune 500, Xactly helps companies optimize their incentive compensation programs to motivate and inspire better employee performance and business results.

THE CHALLENGE
Xactly was challenged to keep its different teams and offices all on the same page with more than 50 sales reps and offices in San Jose, Denver, London and Boston. When Xactly wanted to take its own sales department’s performance to the next level, the company turned to Hoopla.

HOW HOOPLA CHANGED IT UP
Xactly uses Hoopla to create contests and competitions based on the company’s key sales metrics, such as add-ons to existing business, product bundling, new markets and verticals, and competitive wins. Hoopla also helps Xactly track deal size and all of the different pieces that make up a deal, as well as the value of each deal. This helps the company keep an eye on discounts, and provides visibility into which reps are focusing on selling the product’s value and which ones are selling based on price.
THE RESULTS

“By motivating our reps to perform the behaviors we know lead to success, we’ve improved the sales team’s productivity by more than 50 percent, and we’ve seen at least a 10x improvement in the quality of our CRM reporting.”

10x INCREASE IN DATA REPORTING AND QUALITY IN SALESFORCE

50%+ INCREASE IN PRODUCTIVITY FOR KEY SALES ACTIVITIES – CALLS, MEETINGS, APPTS, ETC.

> MUCH MORE ACCURATE & CONSISTENT FORECASTS

> ELIMINATED UNPREDICTABLE REVENUE SPIKES
ZILLOW uses Hoopla to motivate reps to perform.

Increased individual and team productivity.

Boost sales performance.

Created a cohesive sales culture.
Zillow operates the leading real estate and home-related marketplaces on mobile and the Web. Their inside sales reps and field sales operations are located in offices in Seattle, Orange County, New York City and San Francisco.

**THE CHALLENGE**

Zillow’s VP of Sales, Strategy and Operations, Tony Small, wanted a way to unify Zillow’s sales culture, while challenging each sales rep to maximum performance. The company had developed an in-house solution that displayed a web page listing of the team’s top ten reps on TVs. However, the system was slow, and required a lot of time and resources to build and maintain.

**HOW HOOPLA CHANGED IT UP**

Small discovered Hoopla and now streams real-time sales team performance updates from Zillow’s Salesforce system on big-screen TVs in all four of Zillow’s sales offices. “Hoopla is not just a gamification app, it’s actually a powerful recognition platform that helps us leverage everything we do in Salesforce,” says Small.

Because Hoopla is tightly integrated with Salesforce, Zillow can recognize reps around a variety of different metrics that it tracks in its CRM system. For example, integration with the company’s call dialing system allows Zillow to recognize the reps spending the most time making calls. Likewise, when a customer fills out a survey, the related sales rep is broadcast on the large screen TV.
THE RESULTS

Hoopla helps Zillow direct its sales reps to take the right actions that lead to success and motivates them to perform by expanding the universe of recognition. “With Hoopla, we can go beyond just recognizing top performers and recognize people for behaviors that lead to sales.”

- INCREASED INDIVIDUAL AND TEAM PRODUCTIVITY
- BOOST SALES PERFORMANCE
- CREATED A COHESIVE SALES CULTURE
- UNIFIED TEAMS ACROSS OFFICES, LOCATIONS
- IMPROVED ABILITY TO RECRUIT NEW TALENT

“Everyone gets to know what the sales reps in our remote offices look like, and get updates on their performance. It brings the whole team together.”