Challenge

- Sales content was scattered across Salesforce.com, a portal and Box, making it hard to manage
- Reps often couldn't find the content they needed
- Some of the sellers were using content that was out of date, while others created their own, resulting in an inconsistent message to customers
- Publishers had no insight into content usage

Solution

- All content is now consolidated in Highspot and organized for sales
- Accessible from both Web and Salesforce.com
- Highspot's user interface was the most intuitive, driving fast adoption and sales efficiency
- Machine learning powers recommendations, without the need for tagging

Results

- Content is now easy to find, saving an estimated **2.5 hours** per week per person
- Since only approved content is in Highspot, the field teams trust what they see is the latest
- Feedback is very positive, with **90%** of reps satisfied or very satisfied with the Highspot solution
- Adoption is consistently high, with **80%** of sales reps using the platform each month
- Sales enablement and content publishing teams can measure content usage, customer engagement, and impact on sales

CONCUR

Company

Concur (www.concur.com), a part of SAP, keeps companies moving by offering integrated cloud-based services that optimize business travel, expense and invoice management. By linking data, applications and people, Concur delivers an effortless experience and total visibility into spending wherever and whenever it happens. Founded in 1993 on the premise of helping drive cost out of businesses through innovation, Concur's services are trusted by over 20,000 clients around the globe with over 25 million users. Trusted by businesses of all sizes in more than 100 countries, Concur's on-demand services process over $50 billion in T&E spend a year—equal to roughly 10 percent of the world's T&E spend. Concur has over 4,600 employees with more than 2,000 in the field organization.

Quincy Smith
Content Marketing Manager
for Enterprise Americas

" We're focusing more and more on the Buyer's Journey, but we needed help measuring the most effective content at each stage of the sales cycle … The field teams love Highspot and they're so glad that we now have a centralized tool."

Amber Stauffer
Senior Manager of Pre-Sales Operations and Solutions Consulting Enablement

" We make sure that sales teams are aware of new features and functionality. One of the key parts of our job is to make them smart—and keep them smart … Highspot's analytics will help us align even better."

Challenge

Content is the foundation to enable sales reps to engage with and have more productive conversations with prospects. Concur had tried numerous ways to organize their 1,000's of pieces of sales content. It ended up being distributed across a number of repositories, including Salesforce.com, a Portal and Box.

Sales teams were not finding the content they needed, resulting in wasted time and less effective sales conversations. Reps were using old slides and often created their own content to fill the gap. Neither sales, nor marketing, could measure what was being used or engaging customers, making it very difficult to improve the situation.

Solution

Concur chose the Highspot sales enablement solution for its flexible content organization, machine learning, and intuitive and modern design.

Highspot's machine learning technology powers content targeting that highlights the best content based on the buyer profile and sales stage, without the need for tagging—a manual and time consuming process to maintain across 1,000's of content pieces.

Highspot's user interface was a key differentiator for Concur. Its intuitive design and navigation made it easy to use and helped drive high adoption rates. From Concur's initial pilot, Highspot was very well received. In a post-pilot survey, 90% of reps indicated that Highspot would "significantly help them get their jobs done."

Saves 2.5 hours per week per person

90% of reps satisfied or very satisfied with Highspot

Over 2,500 pieces of content

Results

With the worldwide rollout complete for the Enterprise team, adoption is consistently high, with 80% of sales reps using the platform each month. It is now much easier for reps to find the content they need. Field teams can organize the content specific to their needs, while leveraging the powerful search and targeting capabilities to learn about new content. Concur estimates that reps save 2.5 hours a week. With over 1,000 reps, this adds up to significant savings.

For content publishers, having all the content in a single repository greatly simplifies management, tracking, version control and content mapping to the buyer lifecycle. And, because Concur allows only the final versions of documents to be uploaded into Highspot, the field teams trust that what they see is the latest and greatest.

With the content pipeline and delivery gaps fixed, content teams can now focus on improving content quality. Teams now measure what content is used by each of the sales teams. Over time, the teams will dive deeper into analytics on customer engagement and influenced revenue.

HIGHSPOT

Highspot helps sales teams increase conversion rates and generate more revenue faster. From content management to pitching and analytics, Highspot delivers enterprise-ready features and platform integrations in a modern design competitors can't match. Using Highspot, sales and marketing teams are able to stay connected to the best-performing content for each opportunity, measure and optimize their content, and engage with customers more effectively than ever before. With nearly 90% average monthly recurring usage, Highspot is the sales enablement industry's most complete platform.