



CONSTRUCT CONNECT

ConstructConnect Improves Lead Conversion & Shortens the Sales Cycle with Glance

ConstructConnect, headquartered outside of Atlanta, is a leading information provider to the construction industry, delivering targeted and timely project information, cost data and market intelligence that simplifies decision-making for Architecture, Engineering and Construction (AEC) professionals throughout North America.

The Challenge

Demonstrations are a key element of the selling process for ConstructConnect. For years, rather than providing one-on-one demos, the company had used a homegrown demo system that gave prospects access to its production data for a short period of time. The access was unguided, which caused several problems; chief among them, many prospects simply accessed the data they needed but then didn't purchase the service from ConstructConnect.

Another downside of the homegrown system was that it did not automatically track prospect demo activity, leaving it up to the salesperson to manually update records in ConstructConnect's sales force automation (SFA) system. Often reps neglected to do that, meaning follow-up sales efforts post-demo were erratic and sales managers could not accurately track demo activity or the impact of demos on closure rates.

ConstructConnect

Provider of Software as a Service (SaaS) to the AEC market

Results:

- Reduced sales cycle by 60%
- Improved lead conversion rate by 40%
- Increased volume of demos to new leads by 66%

“ConstructConnect is constantly striving to build a stronger sales team and Glance for Salesforce has transformed our sales process.”

Lisa Fiondella
Chief Customer Officer
ConstructConnect



The Solution

ConstructConnect's management team decided it was time to scrap its existing process and bring on a real demo tool to help its sales reps take charge of the process. Lisa Fiondella, Chief Customer Officer, discovered that several inside salespeople had already adopted an instant screen-sharing tool called Glance to give demos, and it had helped improve their closure rates considerably.

Simultaneously, Fiondella was working on an upgrade of ConstructConnect's SFA, from an internally developed system to Salesforce.com. When she learned there was a version of Glance for Salesforce, she made the decision to move forward and implement Glance across ConstructConnect's entire sales force.

The Results

With Salesforce CRM and Glance for Salesforce now in place, ConstructConnect reps can now launch demos from within Salesforce. Participants are connected with one click, in just seconds. All activity is automatically recorded with no action necessary by the reps, and ConstructConnect sales managers can easily access reports such as number of demos per rep, average demo length and the impact demos have had on conversion rates.

Overall, ConstructConnect estimates that it achieved payback on its investment in Glance in just four months.

"ConstructConnect is constantly striving to build a stronger sales team and Glance for Salesforce has transformed our sales process," says Fiondella.

She says that the reporting in Glance for Salesforce has given the ConstructConnect sales management team unprecedented insight into inside sales activity, including the quantifiable impact of demos on sales. It has also enabled ConstructConnect to target and improve its training and development for sales reps in order to make them more successful.

"Demo-related metrics are the most important ones we track from an efficiency and effectiveness standpoint, because demos have such a strong impact on our close rates," says Fiondella. "The analytics that Glance provides have vastly improved our ability to move the needle."

"We now have a much better understanding of the drivers for success." Based on this success, Fiondella reports, a number of additional business units within ConstructConnect have recently begun using Glance for Salesforce.

66% Increase in new leads

According to Fiondella, Glance for Salesforce has helped the ConstructConnect sales team:

Grow Salesforce stickiness by providing reps with all the apps they needed within the Salesforce interface.

60% Reduce sales cycles by 60 percent.

40% Improve lead conversion rates by 40 percent.

66% Increase the volume of demos to new leads by 66 percent.

Fiondella says other benefits include:

- Reducing sales-cost-per-close and marketing-cost-per-close (by improving the lead conversion rate).
- Reducing the costs associated with its former demo system.



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