

Rogers Communications uses LevelEleven to drive Salesforce adoption and incentivize teams



You can set up a contest in minutes. And that, to me, was huge. Working in a big company, things sometimes can take a long time to get done.

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The Challenge:

- The organization was struggling to connect the team to the bigger picture of what they were trying to achieve with their previous way of reporting
- Drawing the line between activity and results became a challenge
- Wanted to find a user-friendly gamification tool to help drive adoption during their transition from Microsoft Dynamics to Salesforce
- Running contests and conditioning behaviors was very labor intensive because it was hard to quantify the right things

Why LevelEleven?

- LevelEleven is a Salesforce Native solution. The team had transitioned to Salesforce, and they were looking for a tool that both seamlessly integrated with their data as well as helped drive adoption
- The Scorecard feature helps managers and sales reps alike align and communicate on the metrics that matter most
- The Gamification aspects of LevelEleven are easy to configure and serve as a fun, engaging way to drive new process adoption and overall business success
- LevelEleven provides leadership the right tools to help team members achieve and track their goals

The Results

- ✓ **New process adoption** – The Gamification components inside LevelEleven drove an efficient Salesforce adoption, and Competitions are now used to successfully roll out new processes.
- ✓ **Incentivized sales team with minimal effort** – The previous labor-intensive methods behind motivating and incentivizing sales teams were replaced with a few clicks of a button – contests can be set up in minutes to motivate, condition, and reward the right behaviors.
- ✓ **Goal and Progress Alignment** – LevelEleven provided managers with greater insights and abilities to understand business behaviors using Scorecards, and allowed for a better breakdown of communication between managers and reps to improve performance and align on individual and team goals.