

Shoptech manufactures results with Geopointe.



We use Geopointe to name drop current customers in a prospect's area while we have that prospect on the phone – call conversions are up 50%.

Greg Ehemann
Vice President of Sales,
Shoptech

The Challenge:

- With Shoptech growing steadily at 20% over the past decade, the company needed a way to geo-visualize its customers and prospects.
- Specifically, Shoptech's sales team wanted an easy solution for mapping, routing, and territory management.
- And the marketing team wondered if they couldn't piggyback to use geo-location for lead generation and event planning.

Why Geopointe?

- Since its primary need was geo-mapping, Shoptech actually chose Salesforce because of its Geopointe connection.
- Geopointe appealed to nearly every department in the company, from sales and marketing to customer support, professional services, and finance.
- Ease of use and price point also played into the decision to implement.

The Results

- ✓ Shoptech reps use mapping to call prospects; they "name drop" happy customers within a set radius, which has helped increase call conversions by 50%. That customer list is also exported to email for quick follow-up notes.
- ✓ Geopointe has become instrumental for target marketing; Outside Sales can search hot leads in Salesforce to plan trips, and routing functionality allows for pop-in visits and cluster selling.
- ✓ Shoptech's services group has even lowered the T&E costs they pass onto their customers by using Geopointe to plan site visits by area, spreading out the expenses.