# By the numbers

Revenue impact with Troops

Companies like Slack, Square, DoorDash, Stack Overflow, and Launch Darkly use Troops as the central nervous system for their go-to-market teams. With alerts and notifications that speed and streamline critical revenue communications, Troops customers never miss a signal.

We've gathered real-world examples of revenue impact from the top of the funnel through to customer success. Take a look at what Troops customers are doing, and let us know when you're ready to see what we can do for you.
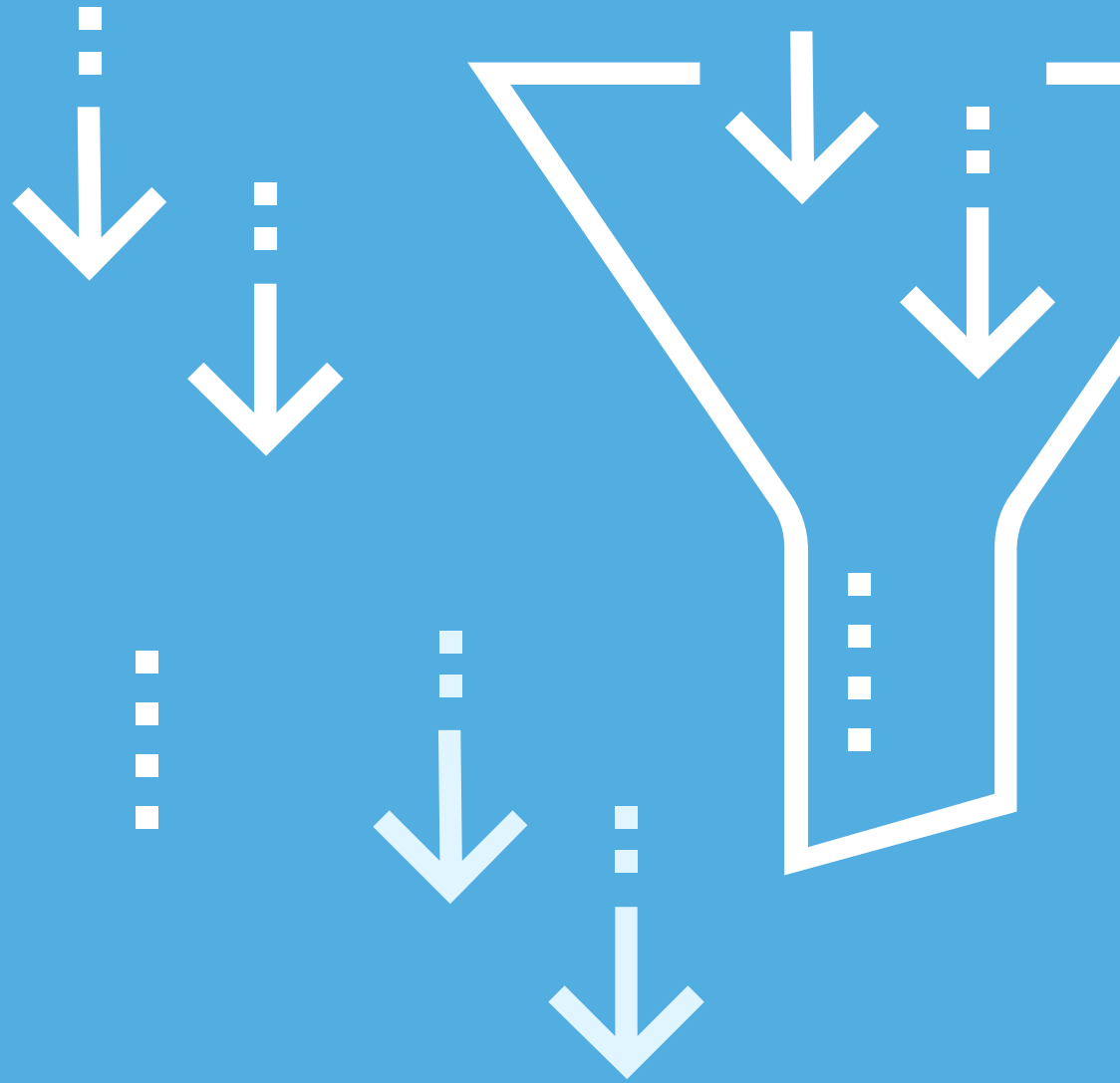
G2 Leader
SUMMER 2020

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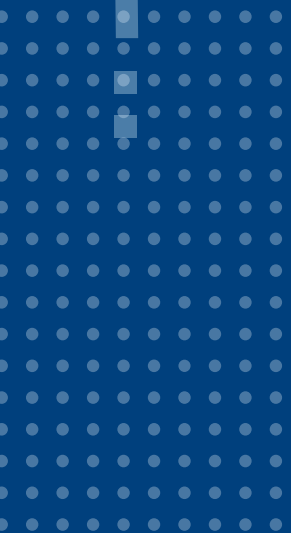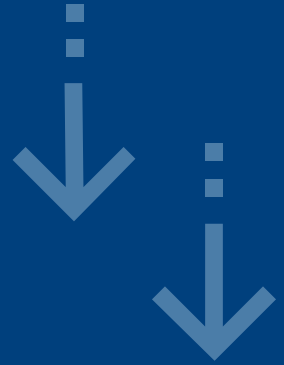
Top of Funnel

wework

Problem

WeWork has a limited amount of real estate in their portfolio and at any given time 5-10% of their inventory is 'on hold.' This process is very opaque and slows down revenue and sales cycles because reps do not know which inventory is on hold or available and when.

Solution

WeWork used Troops to alert sales reps when new inventory came off hold so that sellers could attempt to lease it. They also use it to manage Salesforce, manage inbound leads, improve executive visibility, and collaborate around key accounts.

Outcomes

- 100% improvement in executive visibility
- 10% improvement in inventory management
- Tours completed increased by 23% (from 65% to 80%) in 2 months

TROOPS

SISENSE

Problem

It was hard to keep track of leads, hurting lead response time and ultimately affecting top of the funnel conversion.
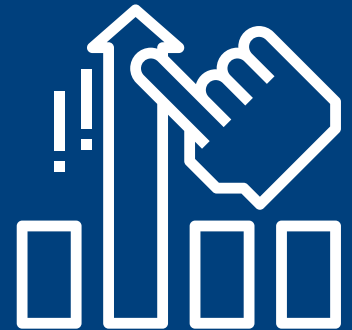
Solution

Sisense used Troops to route leads dynamically to reps in Slack as they came in. "The flexibility and configurability of Troops meant it worked out of the box with our new workflow."

Lisa De Biasi, Sales Operations, Periscope Data.

Outcomes

- First-touch response time improved by 3x (from 2 hours to <40 minutes)

TROOPS

Culture Amp

Problem

CultureAmp reps were struggling to reach out to customers at more opportune times to make sure conversations were highly relevant and they optimized conversion rates at the top of funnel.
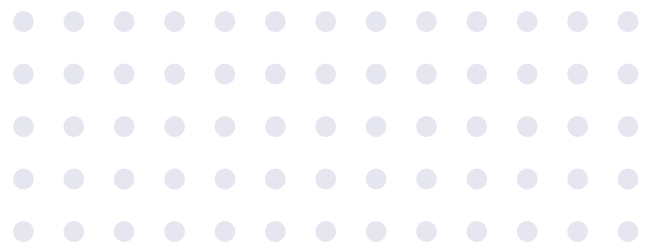
Solution

Troops allowed Culture Amp to notify reps in Slack about what prospects were doing on their website, like watching videos or requesting demos. As a result, reps were able to reach out in real time and have more meaningful conversations with prospects.

Outcomes

- 10% increase in sales pipeline

TROOPS

SecurityScorecard

Problem

SecurityScorecard had trouple keeping track of all inbound leads. Some would go unnoticed and there was a time lag before reps would reach out. They also had a high no-show rate for meetings booked by their SDRs.

Solution

Troops alerts SDRs automatically when a meeting no shows so they can quickly engage prospects and reschedule. This reduced the no show rate from 18% to 8%. By notifying reps in real time when they had a new lead, average response time went from 2 days to less than 60 minutes and drastically improved sales pipeline.

Outcomes

- 55% improvement in meeting no show rate, which increased sales pipeline

- 90%+ improvement in lead response time (2 days to less than 1 hour) resulted in increased sales pipeline

TROOPS

PandaDoc

Problem

PandaDoc needed to improve rep productivity, progress deals faster, and improve mobile reporting so they didn't miss opportunities.

Solution

"Troops helps our team progress deals faster. It's stellar for mobile reporting for me, and our team can quickly adjust their contacts, leads, and opps."
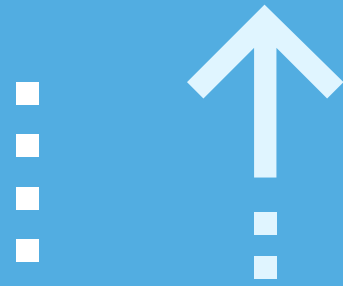**Jared Fuller, VP of Sales, PandaDoc**

"Not needing to hunt for specific reports has greatly improved my efficiency in 1:1s, enabling me to hold reps accountable to key metrics and keeping me up to date on our priority opps."
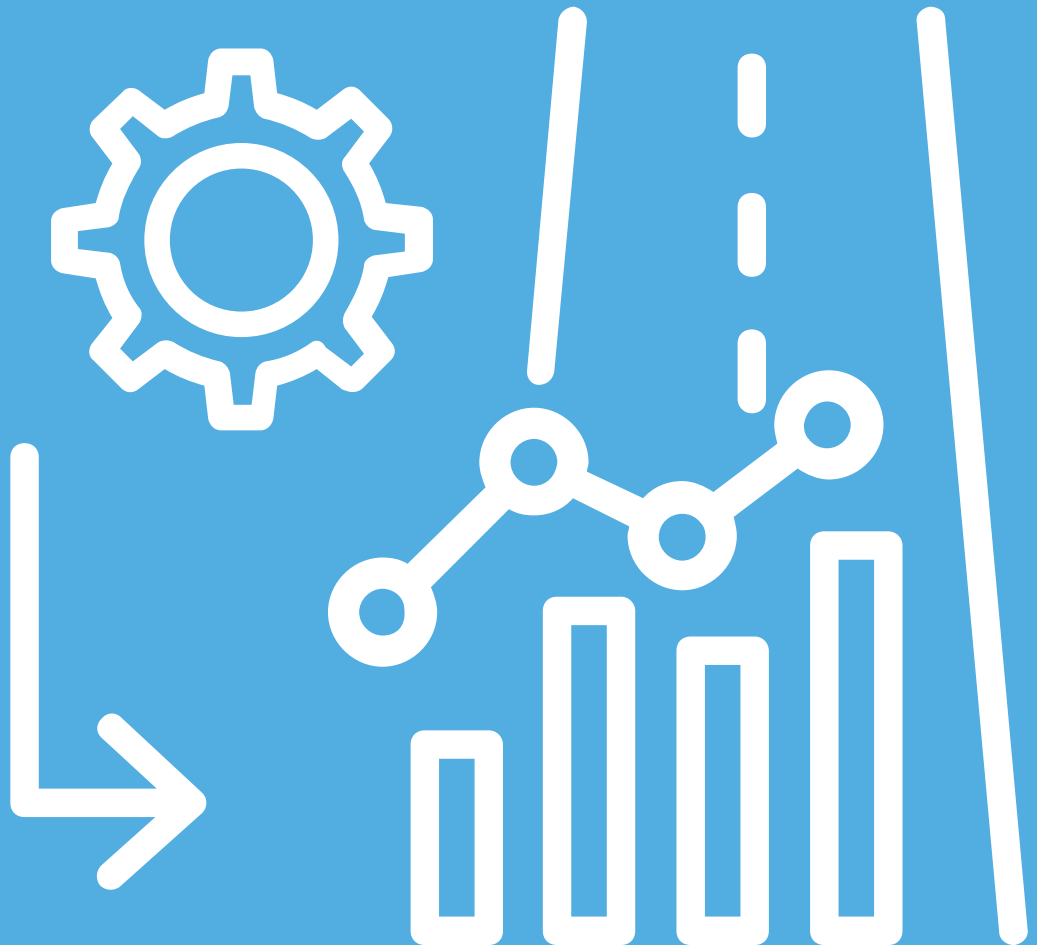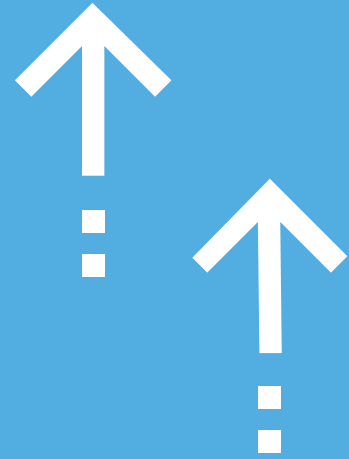**Mike Paladino, Sales Manager, PandaDoc**

Outcomes

- 40% decrease in meeting prep time
- Lead response time decreased to under 5 minutes

TROOPS

Forecasting & Data Quality

honor
FOR THE BRAVE

Problem

Reps were not logging calls or meetings into Salesforce which made it difficult for managers and executives to coach and make strategic decisions.

Solution

Using Troops meeting workflows and /troops command to alert field reps to log data and share post-meeting updates improved critical deal activity logging in just 3 weeks.

Outcomes

- Over 120 leads per week updated with critical deal activity

- More than 150 consults logged in just 3 weeks (from near zero previously)

TROOPS

degreed.

Problem

Degreed had challenges with Salesforce adoption, especially around opportunities. This started to rear its head in board meetings and the exec team took notice. Degreed brought in Troops to improve forecasting after complaints from their board.

Solution

They brought in Troops to proactively get ahead of data challenges, especially around forecasting.

Outcomes

• 25% improvement in forecast accuracy within 2 months

TROOPS

Envoy

Problem

Reps at Envoy were not filling out next steps and close dates fields in SFDC so the VP of Sales could not run reports and forecast with confidence.

Solution

Envoy brought in Troop to automate and capture the right data for next steps and close dates. Now the VP can run a report and forecast with confidence without micromanaging the team.

Outcomes

- 50% improvement updated resulted in more accurate forecasting

- 1 hour / sales rep / day saved on SFDC admin work

TROOPS

Square

Problem

VP of Sales wanted to scale out the team and hire more sales reps, but his forecast accuracy was not strong enough to justify the budget necessary for headcount.

Solution

Square bought Troops to make it easy for reps to manage their pipelines from Slack and improve Salesforce adoption.
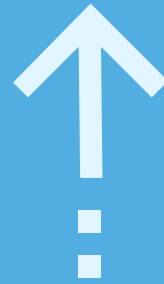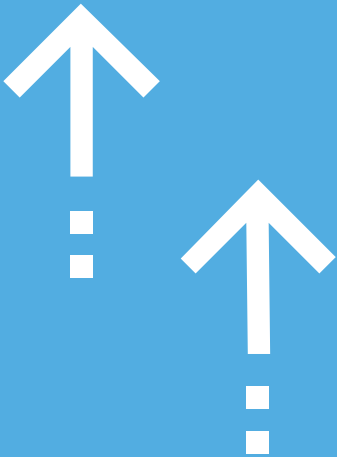
Outcomes

- 20% improvement in forecast accuracy in two months

- VP of Sales was able to add 20 people to growth team

TROOPS

Coaching

blue acorn

Problem

Sales managers had trouble understanding what was going on in specific sales calls since call notes were not making it into the CRM. This also made it challenging for new AEs to pick up and run with opportunities when reps turned over.

Solution

The sales team lived in Slack, so they brought in Troops to remind reps immediately after a meeting to log their calls and saw 100% improvement on getting this data into SFDC. More importantly, sales managers had the information needed to help reps close and ensure smooth transitions when accounts and opps were re-assigned.

Outcomes

- 100% improvement in SFDC data quality which helped sales managers coach reps better and improve win rates

TROOPS

ideascale

Problem

Sales leader had a growing number of team members and couldn't be on every call or watch everyone, even with call recording software. The company needed a quick way to see what was happening on the most important calls.

Solution

"They implemented Troops to see what was happening on sales calls and make sure other key updates got into their CRM. "I can now see more information, faster, and in real-time (for example: I can read the call notes from an account and use some of those points in my next call)."

Josh Folk, Co-founder & CRO

Outcomes

• 50% improvement in sales call visibility improved rep close rates due to better visibility for coaching and sharing across the team

TROOPS

Problem

Scout RFP struggled to track and validate the progression of opportunities in their pipeline. Without this visibility, sales leaders couldn't accurately gauge how pipeline was growing or know when to bring in additional resources to support high-value deals.

Solution

Instead of requiring everyone to dig through Salesforce for information, Scout RFP used Troops to alert the team in Slack every time a sales rep moved a deal to a new stage. They also set up alerts to notify the team when close dates moved outside of the quarter and when an opportunity moved backward in the pipeline.

Outcomes

- 100% increase in average deal size

TROOPS

Deal Collaboration
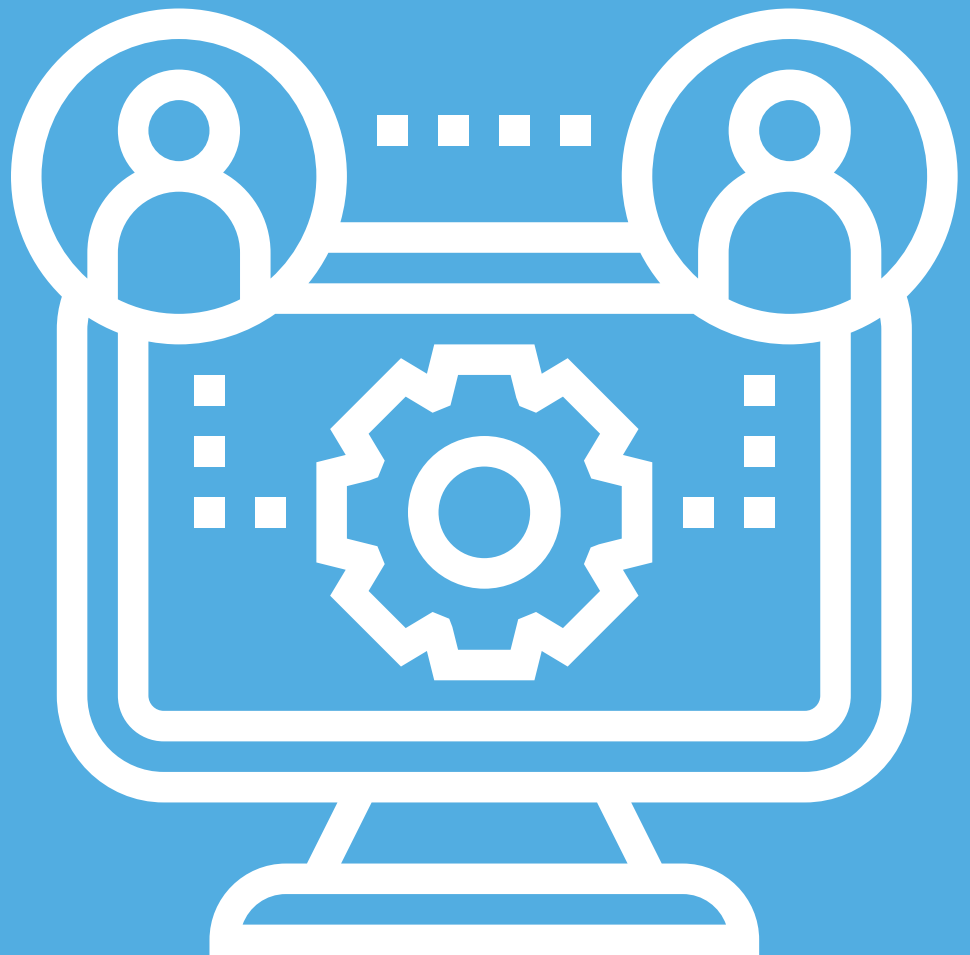
dynamic yield

Problem

Sales leadership struggled to keep everyone updated and strategically focused on how to win each and every deal; they needed a centralized place to make that level of collaboration possible.

Solution

Dynamic Yield created Troops Deal Rooms for every new deal immediately after a discovery call. They then invited sales leadership, the sales rep, and people from Sales Ops, Customer Success, Strategy, Solutions Engineering, and Product, depending on the complexity of the deal.

Outcomes

- 20% increase in deal size

- 30% increase in win rates

- 60% increase in forecast accuracy

TROOPS

HONEST BUILDINGS

Problem

There weredeals in the pipeline where the CEO had a meaningful connection that was only surfaced after the rep was working a deal for a while or when the deal was closed/lost.

Solution

Having a live feed of all opportunity movements allowed the CEO to quickly and easily jump in and influence deals to increase win rates.

Outcomes

- 50% improvement in executive deal engagement which improved win rates

TROOPS

LaunchDarkly

Problem

It was very hard for executives and other stakeholders to quickly understand what was happening with a deal or jump in to influence when needed.

Solution

Troops Deal Rooms gave executives insight into their most important deals quickly so they could influence them when needed.

Outcomes

- 50% improvement in executive engagement, which improved win rates

TROOPS

slack

Problem

Assigning Solutions Engineers to Deal Support requests used to take days at Slack, and it wasn't uncommon for assignments to get missed and overlooked. This meant SEs would get pulled in for last-second requests, even though the AE had submitted a request a week ago, Or even worse, the AE would take the call themselves because they didn't get an SE assigned in time.

Solution

Troops workflows to give everyone on the team visibility into deal support requests being submitted. Even better, team members cantake the request themselves right from the notification, or assign it to others, simply by clicking "Take Request" directly from Slack. No trip to Salesforce needed!

Outcomes

- Decreased the time to assignment of solution engineers from 3-4 days to ~ 2 minutes, resulting in a better partnership between AEs and SEs

- Saved at least 2 hours of work every week for the solutions engineering director

TROOPS

Time Savings

DOORDASH

Problem

Doordash has a large outside sales team managed by people in different geographical locations. They needed a place to collaborate around important deals and accounts, and more importantly, manage Salesforce in a human and mobile fashion.
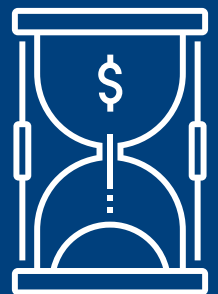
Solution

They brought in Troops to allow managers to deal with their complicated approval process in a more automated manner and give sales reps the ability to update Salesforce quickly and easily from their phones.

Outcomes

- Saved 10 hours / manager / month
- Saved 9 hours / sales rep / month

TROOPS

stack overflow

Problem

StackOverflow's deal approvals process was highly complicated and required multi-step approvals. They also had a difficult time getting Sales and Customer Success teams to update their opportunities in a timely manner, which affected their renewal forecasting.

Solution

CS team used troops to update Salesforce in a timely manner and keep the renewal pipeline accurate. By leveraging Troops Approvals, the entire approvals process was streamlined and moved to Slack.

Outcomes

- Increased subscription renewal pipeline by **30%**
- Reduced internal sales ops support time by **70%**
- Dropped enterprise approval time by **93%**

TROOPS

Lucid

Problem

Lucid's rapid growth put a lot of pressure on the company's operations leaders. Lucid's SFDC admin team was already operating at its limits and the RevOps team needed a way to attain more operational flexibility. They needed a solution that allowed them to quickly design new solutions for the revenue team.

Solution

RevOps used Troops' lightweight, codeless platform to streamline a ton of processes including project manager assignments, customer handoffs, churn risk alerts, boomerang customers and much more. More importantly, they were able to design and implement new processes on the fly without relying on SFDC admin team bandwidth.
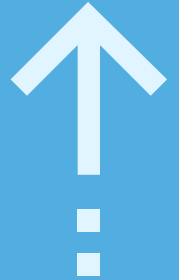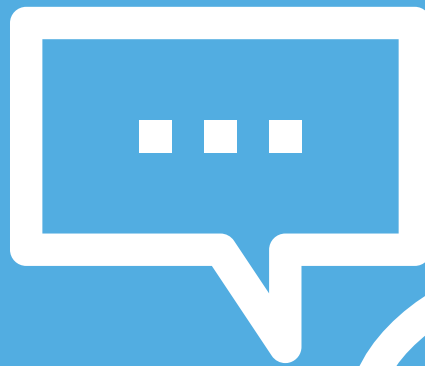
Outcomes

- **$100k in headcount savings by replacing the need for additional SFDC admin**

TROOPS

Customer Success & Support

kentik®

Problem

Salesforce support cases would get lost in email and days would go by before anyone on the support team would get to them.

Solution

Troops helped Kentik handle Salesforce support cases all from Slack, making the process actionable and collaborative, and providing a better customer experience

Outcomes

- 20% decrease in case resolution and response time, which helped reduce churn

TROOPS

Feedvisor

Problem

With a 90 day opt-out, it's paramount that Feedvisor customers see value in the first 90 days. This meant CSMs who were managing around 60 accounts needed to proactively reach out instead of waiting until a customer had a problem. Manually inspecting the process proved difficult and was not very effective. Identifying upsell opportunities in addition to managing onboarding and existing requests was a burden. It was very hard for reps to prioritize; they had to view reports across multiple systems.

Solution

Troops was brought in to automatically prompt reps when there was an account upsell opportunity, provide templated "best practice" actions, and automate inspections and reminders for customer touchpoints.

Outcomes

- **50% improvement in proactive account outreach, which improved customer experience and reduced churn**

- **25% increase in upsell activities, which resulted in more up-sells and bigger renewal contracts**

TROOPS

Contently

Problem

Missed and delayed handoffs resulted in slowed onboarding processes. Inconsistent documentation of activities in Salesforce created a huge lack of trust.

Solution

First, looks like there's a stray space at the beginning here. Then copy should be: Contently implemented Troops to prompt updates on missing handoff information so that onboarding actions started happening faster, data got better, and people could trust data in SFDC.

Outcomes

- Decreased client onboarding time by 25%, allowing customers to experience faster time to value and improved retention

TROOPS

TROOPS

LEARN MORE

Ready to optimize your revenue communications so you never miss a signal? **Sign up here,** or contact your Troops rep to book your setup meeting now.