klue + VelocityEHS®

How VelocityEHS Launched a Competitive Enablement Program that Buyer-Facing & Product Teams Love

INDUSTRY: ESG & EHS software and services.
SIZE: 600 employees

VelocityEHS helps you reach your environmental, social, and governance goals faster. Trusted by more than 20,000 customers and millions of users across multiple industries, VelocityEHS offers best-in-class capabilities and unparalleled expertise.

The Situation

- **"Everyone" owned Competitive Enablement.** Finding intel about the competitors was shared amongst a team of 10+ volunteers from different teams.

- **Manual collection.** Research was time consuming using basics like Google alerts, PR mentions, online research, so key news was missed. What they did find lived in static docs on Sharepoint.

- **Reps went from selling 1 or 2 products to multiple solutions.** They had to ramp quickly and understand who the 'threats' were from over 40 competitors.

- **Usage and impact metrics not being tracked** making it difficult to know which sales reps are accessing what information and where to focus.

- **High growth.** They hired a CI Analyst to create a Competitive Enablement program that could better deliver on-going insights to Sales, Product and Exec teams. And, to sift through the noise of information vs actual insights from nearly 500 companies in their space.

The Competitive Intelligence Analyst ran a 'scorecard' based eval with input from Product, Marketing and Sales Training, and chose Klue.

How Klue Helped

➜ **Converting Intel to Insights.** The company already had a comprehensive research repository - with win/loss research findings, analyst reports and more. But, reps didn't need access to everything, so converting this intel to insights was key. They curated intel in Klue's boards, battlecards and digests, so reps could easily find the right positioning and know when to use it.

➜ **Fueling the Sales Motion.** Competitive positioning was always top of mind for reps, at every stage of the deal. With Klue, reps had a self-serve platform for relevant insights, anytime. Klue cards were created with links to more details, and battlecards were structured by tier. The Competitive Intelligence Analyst could better own their messaging, and train reps in a standardized way, saving tons of time.

➜ **Arming the Product Team.** The Insights team also created dedicated Klue cards on top competitors just for PM and PMM teams to track competitors' platform and product features. These insights were helpful for roadmap priorities.

➜ **Measuring Insights Effectiveness.** Klue's integration with Salesforce allows the team to measure the impact of Competitive Enablement on deals and win rates. Klue's monthly usage stats, engagement reports, top keyword searches and battlecards views showed results of insights shared.

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> Having one place to access all competitive enablement content helps new reps ramp-up quickly and requires less prep for the more experienced reps. We're better armed to show our understanding of the market, build credibility, and deposition competitors. Having Klue in place before we invested in other Sales Enablement tools also gave us a head start when compiling battlecards. We can now serve up insights, news and competitive positioning real-time in Outreach and other sales tools.

Le Nguyen,
Vice President of Sales
VelocityEHS®

Results

Over **220 engaged users** of Klue

6 mos into the launch of Klue, feedback surveys show **94% positive score for Klue**

Net promoter score of the Competitive Intelligence program **increased by 57%**

Metrics on Timeliness, Impactfulness, and Communication **increased by 45%**

Greater than **50% time savings** from Insights team, with broader competitive coverage

Spending less time finding intelligence and more on making sense of it and interacting with stakeholders.

Delivery of a consistent message across the entire organization on **what makes VelocityEHS win**

> "
> Klue gives us the right insights to build a better product, deliver better services, have more meaningful sales conversations, and gain in depth competitive positioning. We can better understand how to win.

Michael Hoonhorst,
Solutions Consultant Manager
VelocityEHS®

> "
> After a rigorous vendor evaluation, we chose Klue to address the sales and product pains we heard - low CI depth and breadth, untimely intel and limited product knowledge. We're thrilled to see recent surveys showing tons of early success with Klue for both reps and product teams!.

Kevin Frieh,
Competitive Intelligence Analyst
VelocityEHS®

Ready to level up? Klue can help. Book a demo.

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