Klue + Highspot Helped Across the Org With Competitive Enablement

Workato Powers Competitive Enablement Across the Org With Klue + Highspot

**The Situation**

- High-growth industry expanding sales team. Workato doubled in size in just 1 year. A flood of new reps were onboarding and revenue goals were increasing.
- Highly competitive space. They were competing with 70+ companies in a rapidly growing space.
- Highly competitive workato-wide. Access to the tool was greatly increased, making it easier for reps to access content.
- Competitive workflow, powered by Klue. Klue became the central source of truth for all competitive insights. Content was organized and structured for each sales audience.
- The CI lead created external-facing collateral reps could access in Highspot, all organized by sales audience (AE, SDR, SE) and specific competitor.
- Klue became the central source of truth for all competitive insights. Content was organized and structured for each sales audience.
- Intel was captured and tracked in many different places - Guru, Slack, Salesforce, and more.
- Multiple tools, different intel.
- Competitive workato-wide. Access to the tool was greatly increased, making it easier for reps to access content.
- Competitive enablement of the intel, and no way to measure and tie the content to revenue.
- Intel library but reps still couldn’t find what they needed. Intel was captured and tracked in many different places.

**How Klue + Highspot Helped**

- An experienced competitive intelligence leader was brought onto the team and he understood what the best intel for specific deals, but there was little training and support for sales teams on how to use it.
- Multiple tools, different intel.
- Competitive workato-wide. Access to the tool was greatly increased, making it easier for reps to access content.
- Intel was captured and tracked in many different places.
- No competitive intelligence ‘owner’, the Marketing team created a large library of static docs about their main competitors. Reps were choosing what they could access.
- All intel was captured and tracked in many different places - Guru, Slack, Salesforce, and more.
- Competitive workato-wide. Access to the tool was greatly increased, making it easier for reps to access content.
- Intel was captured and tracked in many different places.

**Competitive Enablement**

- Competitive workato-wide. Access to the tool was greatly increased, making it easier for reps to access content.
- Intel was captured and tracked in many different places. Without a dedicated competitive intelligence leader, the Marketing team had to create a large library of static docs about their main competitors. Reps were choosing what they could access.
- All intel was captured and tracked in many different places - Guru, Slack, Salesforce, and more.
- Competitive workato-wide. Access to the tool was greatly increased, making it easier for reps to access content.
- Intel was captured and tracked in many different places.

**Results**

- **XX Increase** competitive coverage
- **XX Klue user growth** in less than 1 year
- ** Avg open rate of XX%** in the weekly Klue digest
- **Near instantaneous response time** by a team of one

"Our team is facing an incredibly busy year. To stay ahead, we’ve spent a step back to make sure our competitive intel is top-notch. Klue has been a key component in our Competitive Enablement program. Our team’s ability to access and organize the intel was pivotal to our success. Without a dedicated competitive intelligence leader, the Marketing team created a large library of free and relevant content.

"It was a no-brainer for us to choose Klue. They have a great user interface and the ability to quickly comprehend and deliver actionable intel. We are seeing an increase in the number of reps using the tool, and the usage is continuing to grow. The Klue team has been incredibly responsive and helpful throughout the entire process. The tool is easy to use and has helped our team stay ahead of the competition." - Matt Coblentz, Competitive Intelligence Manager

"Klue has been a key component in our Competitive Enablement program. Our team’s ability to access and organize the intel was pivotal to our success. Without a dedicated competitive intelligence leader, the Marketing team created a large library of free and relevant content.

"It was a no-brainer for us to choose Klue. They have a great user interface and the ability to quickly comprehend and deliver actionable intel. We are seeing an increase in the number of reps using the tool, and the usage is continuing to grow. The Klue team has been incredibly responsive and helpful throughout the entire process. The tool is easy to use and has helped our team stay ahead of the competition." - Will Davis, Vice President of Product Marketing