How a Team of One Enables the Entire Company with Actionable Competitive Insights

SUMMARY: Algolia required a structured CI program to scale competitive coverage, improve insights across sales, feedback and enable what’s working. Klue chose Klue based on the stellar sales and support experience, and integration abilities with Salesforce. Since launch, they’re seeing a 7X monthly Klue usage rate (4X increase since launch), and 95% sales confidence rating when depositioning competitors.

The Problem

Algolia was looking to scale their competitive intelligence (CI) program. They had built an Excel CI program to track what their customers were doing, but they had a limited number of resources and a large, complex, competitive space. Algolia wanted to make sure they had a competitive advantage on the nitty gritty details and quickly take action. They wanted their first offer/offer in-exchange battlecards, upfront the contact information for their competitors, and a strategic approach, particularly by a team of one. Here’s how she did it:

Building a competitive program from scratch with limited time and resources took great planning and a strategic approach, particularly by a team of one. Here’s how she did it:

How Klue Helped

Over the last 3 months, they crafted a more robust content strategy with the following:

• Algolia was different.
• Others who needed to know the bigger picture of their competitive landscape but also how
  others are doing.

Competitive Enablement = more than just battlecards.

Algolia was looking to create a more structured competitive intelligence (CI) program. They had an existing CI tool in place to help source most intel about competitors, but didn’t have a workflow or organized method to deliver insights that reps and other teams could understand and quickly take action. They wanted to find more efficient ways to create battlecards, ‘uplevel’ the content and understand what was working vs not in deals. They also wanted to share all insights in their existing tech stack – Seismic, Salesforce and Slack.

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