DailyPay is a leader in the payments arena, and over the last five years has seen a business transformation that has increased annual revenues, entering their marketplace and showing in a world of available, end-to-end solutions. The Market Strategy team was responsible for their growth in the On-Demand Pay space. Their end-to-end solution makes the client's employee experience easy to use and track, and has created a network of over 6,000 endpoints in the banking system, making millions in earned wages available to employees. Through its massive data network, proprietary funding model and connections into over 6,000 partners, DailyPay has made millions in earned wages available to employees.

DailyPay is an award-winning technology company that provides access to earned pay for its partnering employers, merchants, employees, and financial systems. DailyPay has always been a sales-focused company and by using clear, simple messaging to link product capabilities to prospect priorities, it has become a leader in providing On-Demand Pay. DailyPay has a team of nearly 500 employees, and they are seeing gains in triple-digit increases in YOY revenue and exponential increases in their competitive win rates.

Why Klue

Creating a holistic view of their growing market landscape was a challenge before Klue. The team was using manual and static tools to manage and curate competitive intelligence, and the process was time-intensive, limited to a few competitors, and lacked a comprehensive view. Potential threats were also tracked, but only accessible by the Competitive Insights team, who will be ready to share with the rest of the org when needed. With Klue, the team can now track and analyze more than just the top 5 competitors now, and lower-tier competitors are still tracked but with less bandwidth. Partnering with Klue Services, the team created a threat analysis using their CRM data; this helped them see the big picture.

How Klue Helped

Here’s how Competitive Insights helped using Klue:

- 🏆 One clear view of their competitive landscape
- 🎯 Competitive win rate has increased due to better oversight and cross-functional alignment
- 🌱 Feedback is 2X faster to sales and CSM onboarding
- 🎯 The team evaluated multiple platforms and chose Klue for its ease of use, scalability, and customer insights in order to continue to better serve customers and clients.
- 🎯 This success is built on DailyPay's ability to understand the nuances of deals, prospect feedback, prospect conversations and client needs. The team would like to share different forms of feedback to each of their teams, and are using Klue to show them what’s going on, and to be able to share with their teams in an easy and effective way.
- 🎯 To keep up with the fast-paced pace, the team has chosen Klue primarily for:
  - Better reporting on insights and usage metrics
  - Complementary platform and dashboard capabilities
  - Cross-organizational enablement
  - Integrate into other strategic programs at the company!

How Klue Helped

DailyPay wanted a solution that would integrate with existing CRM, Messaging, and Sales tools. They were looking for a platform that would help them manage the many tools they use for intelligence, but were also focused on the need for enterprise-grade technology and support model made it the "gold standard" early on, so it was a natural fit for their competitive needs. Given this growth, the Market Strategy team required better technology to track competitive data, and Partnering with Klue made it possible for them to use a single source, the CI team has the bandwidth to stay connected with many teams and identify gaps in their GTM, pricing and product roadmap plans.

Why Klue

Because of the early success of their Competitive Enablement program, the Competitive Insights team has now been asked by DailyPay leadership to launch a formalized win/loss program using Klue. The team is using Klue as a central source, the CI team has the bandwidth to stay connected with many teams and identify gaps in their GTM, pricing and product roadmap plans. The Competitive Insights team has been able to use Klue insights as a guide for Product and Marketing, Business Ops, Enablement and Sales teams requirements. By sharing from one central source, the content is accurate and up-to-date, and changes are instantly reflected everywhere. Viewers of the content can easily see who last made updates and when, increasing their trust that the content is accurate and up-to-date. Updates are made from one place, and changes are instantly reflected everywhere. Klue helps the team track potential threats and keep up with the fast-paced pace, and is now using Klue to create dynamic views of their competitive landscape, so all teams can understand the big picture.

How Klue Helped

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