

How DailyPay's Competitive Enablement Program **Fosters Cross-Functional Collaboration & Increases Win Rates**

DailyPay is a leader in the payments arena, and over the last few years has seen a boom in their space with many emerging private companies entering their landscape and showing up in deals. The Market Strategy team required better technology and automation to support their Competitive Enablement program and best support reps to outposition and win. The team evaluated several vendors and chose Klue for its complete support for their Competitive Enablement needs. They're seeing triple-digit increases in YOY revenue and exponential increases in their competitive win rates.

The Problem

DailyPay's emphasis on industry research and innovative product development led to the creation of a new financial system in a rapidly growing payments arena. Over the last several years, their market landscape has increased 5X to over 30 direct and indirect competitors. DailyPay's enterprise-grade technology and support model made it the "gold standard" early on, so it was important that their competitive strategy and process would maintain that standard.

Given this growth, the Market Strategy team required better technology to track competitive insights – beyond just spreadsheets and static collateral. A key hire was brought in to lead efforts in building a scalable Competitive Enablement program, and the search began for a CI platform.

- High growth space with many emerging private companies to compete against
- Competitive intel lived in too many places to keep up – Slack, email threads, field feedback, prospect conversations
- Complex spreadsheets used as 'competitive dashboards' were time-intensive to keep updated
- Static, PDF battlecards would get outdated quickly
- Collection took so much time, the team had little bandwidth to curate and analyze what insights meant

Why Klue

“ I was very happy with the sales process at Klue. The team was very responsive and went above and beyond to make sure I understood their solution. They made it very easy to demonstrate the value back to my team.

- Leah Tran, Senior Manager, Strategic Business Operations



- The team evaluated several platforms and chose Klue primarily for:
- The stronger focus on ensuring insights were made available in DailyPay's existing and planned tool stack, going beyond just intel collection
- Better reporting on insights and usage metrics
- Klue's interface and usability were superior to other tools

Results

“ Klue has been instrumental in competitive deals. We use it during our preps and debriefs when we ask questions about the competition. We also craft many comparisons and guides from Klue and use it as our competitive guide to train and learn. The feed shows us what's going on, we dive into it to stay ahead and learn things to look for during calls.

- Shohan Rahman, Senior Director, Enterprise Sales



- Competitive win rate has **increased exponentially**
- Yr 1 shows strong adoption, with **92% of Sales and Client Success teams** using Klue
- Competitive Enablement, using Klue, is **standard sales and CSM onboarding**
- **New sales playbook** launched with deal-specific training and CI strategies
- Skilling up legacy reps with dynamic, comprehensive views of their entire selling landscape

How Klue Helped

→ Real-time Competitive Insights shared through existing tools

DailyPay wanted a solution that would integrate with existing CRM, Messaging, and Sales Enablement tools. Klue supported this integration, giving the multiple teams options for distribution insights across tools. This strong integration helped with stakeholder awareness and adoption.

→ Keeping insights fresh and relevant

With Klue battlecards, competitive feeds and news digests easily snapping into their existing systems, the challenge of keeping insights up to date was now possible. Updates are made from one place, 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.

→ Centralization, organization

Creating a holistic view of their growing market landscape was a challenge before Klue. The team now uses Klue to create dynamic views of their competitive landscape, so all teams can understand the big picture.

→ Increased understanding of competitive priorities

Partnering with Klue Services, the team created a threat analysis using their CRM data; this helped surface which competitors were impacting their pipeline the most, and least. As a result, top competitors now have complete battlecards, and lower-tier competitors are still tracked but with lighter analysis. Potential threats are also tracked, but only accessible by the Competitive Insights team, who will be ready to share with the rest of the org when needed.

→ Cross-Organizational Enablement

DailyPay has always been a sales-focused company and by using clear, simple messaging to link product capabilities to prospect ability, it has become a leader in providing On-Demand Pay. This success is built on DailyPay's ability to understand the nuances of deals, prospect feedback and customer insights in order to continue to better serve customers and clients.

“ It's been eye-opening how valuable Klue has been for so many teams at DailyPay – Product, Product Marketing, Business Operations. Our small CI team can now enable our entire company with valuable insights and have a larger impact on revenue. Our early success is already tapping us into other strategic programs at the company!

- Allegra Ingerson, Senior Manager, Market Strategy & Competitive Insights



The Competitive Insights team has been able to use Klue insights as a guide for Product Marketing, Business Ops, Enablement and Sales teams requirements. By sharing from one 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.

→ Tapped into other strategic initiatives

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 Salesforce and Klue.

Customer Overview

DailyPay is an award-winning technology company that provides access to earned pay and financial solutions. Its platform ensures money is always in the right place at the right time for its partnering employers, merchants, employees, and financial systems.

Through its massive data network, proprietary funding model and connections into over 6,000 endpoints in the banking system, DailyPay has made millions in earned wages available to users from hundreds of partner companies. With vast experience across all industries and company sizes, DailyPay is a trusted advisor in the On-Demand Pay space.