Partnering with Klue to Scale Competitive & Win More

The Problem

Hyland lacked a robust Competitive Intelligence program to track competitors across their multiple product lines and within the verticals. With key competitors and hundreds of competitors across the content services space, individual teams did their own competitive research, creating intel in silos. Proposal Writers required insights to respond to RFPs and Account Managers needed positioning to sell into a complex landscape.

Any intel captured was maintained in static documents, with limited distribution to those who didn’t work with them. Proposal Teams, Sales Leadership, Accociated Managers and Executives, as a result, felt Sales Operations was not collaborating with Sales. Results were made on an ad hoc basis supporting multiple product lines and verticals. With ten key competitors and hundreds more in the content services space, individual teams did their own competitive research, creating intel in silos. Proposal Writers required insights to respond to RFPs and Account Managers needed positioning to sell into a complex landscape.

We wanted a competitive program that would help drive revenue, so we were very selective when considering tools to support this. We chose Klue because it fits our enterprise needs.

Lisa McNeeley, AVP, Sales Operations & Intelligence

Why Klue?

A comprehensive search began for a platform that would support their enterprise needs for scale, security and adoption. They chose Klue for the following reasons:

- Superior experience throughout Sales evaluation
- Better visual appeal, ease of maintenance and battlecard flexibility, making it easy to keep insights fresh
- Ease of linking various content areas together, so users could easily find relevant insights
- Security features and a pricing model that supported their enterprise needs

Using Klue’s Maturity Model as a guide, the Hyland team was able to define the objectives for their Competitive Enablement program, and make gains in learning how to compete as a team and as an organization. They created a workflow to find, analyze and quickly share content with Sales and Customer Success, to start, and will enable PMs and PMMs later this year.

Hyland provides enterprise content services and management to organizations across the globe, supporting a variety of industries including healthcare, financial institutions, insurance, government, higher education and manufacturing. With 5,000 employees around the world, Hyland is widely known as both a great company to work for and a great company to do business with. More than half of 2020 Fortune 100 companies leverage Hyland products and services.

Customer Overview

Hyland provides enterprise customer services and management to organizations across the globe, supporting a variety of industries including healthcare, financial institutions, insurance, government, higher education and manufacturing. With 5,000 employees around the world, Hyland is widely known as both a great company to work for and a great company to do business with. More than half of 2020 Fortune 100 companies leverage Hyland products and services.

Results

Klue allows us to get up-to-date insights into the hands of these teams who need it most as quickly as possible. This has increased adoption of our program, making our team a more trusted source of competitive intel.

Lisa McNeeley, AVP, Sales Operations & Intelligence

Klue has incredible ongoing support and access on what value our competitors bring to our competitors. We’ve seen an increase in our Customer Success users that has led to product feedback and competitive intelligence needs increasing.

Christian Finzel, Manager of Competitive Intelligence

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It was important for the team to understand what resonates best with Sales and CSMs and to create content that could be tied to revenue impact. As a result of this program implemented:

- Sales confidence survey to measure how effective competitive insights are in onboarding and enablement
- Monthly Compete webinars globally
- Integrating Salesforce win-loss summaries and opportunities to Klue cards
- Bi-weekly Klue Digests to Sales leadership on the state of the competition
- Impact Analysis to measure how the program is contributing to win rates and deal size

These programs have increased the engagement and visibility of the CI program and team at Hyland.

How Klue Helped

Using Klue’s Maturity Model as a guide, the Hyland team was able to define the objectives for their Competitive Intelligence program, and make gains in learning how to compete as a team and as an organization. They created a workflow to find, analyze and quickly share content with Sales and Customer Success, to start, and will enable PMs and PMMs later this year.

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We’re not mad at the number of competitors we are effectively monitoring, the organization of our battlecard content, and the quality of our win-loss materials. We’re thrilled to see the growth of other initiatives recent we needed to support our team to keep up with the growth of our business.

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