SpotOn Creates a Competitive Program with High Adoption for a 100% Remote Team

The Problem
SpotOn runs a 100% remote team with over 800 reps. As the market grew, they were faced with an increasing number of competitors daily. Product Marketing had the challenge of supporting multiple teams across the board to make accurate and informed sales decisions and product decisions. Klue helped them to support competitive success objectives.

Leveraging Klue’s technology and resources meant that every team has access to competitive insights, allowing them to dive deeper for competitor-specific details. Reps are better equipped to respond when needed.

Why Klue
The Klue platform is an essential tool within the competitive intelligence program. It is a Single competitive source that every team uses to understand their landscape of 20+ competitors. Klue insights shared through Seismic became the “go-to” for competitive content. Klue is an essential part of our HAE training and the OBT and Restaurant Certification are taught to use Klue to gain their competitive edge or have a competitive advantage.

Supporting Multiple Teams
Building a competitive program that provides relationship value to teams and increases revenue - supporting sales first, with a need to expand to other teams such as C-suite, PM and Client Services.

Supporting Multiple Teams with Competitive Intelligence
The team plans to summarize competitive insights with other key sales enablement assets to help increase win rates.

Results
In just one year, Klue adoption by reps has been very high and the PMM team is seeing strong results.

• 74% of sales rank Klue as having an impact on their deals (NPS survey)
• 95% of the top 20% sellers use Klue every month
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Customer Overview
SpotOn helps restaurants, bars and small businesses to compete and win local markets. They offer managed software, point of sale systems and payment solutions to thousands of customers around the world. They also have an enterprise sports and entertainment business, covering 60% of the major sports league stadiums across the U.S. SpotOn is currently valued at $3.6 billion dollars.