



## CUSTOMER SUCCESS STORY

### Company

DTiQ

### Interviewee Name & Title

Joe Mignone, Chief Customer Officer

### Company Overview

DTiQ is the world's leading provider of intelligent video surveillance and loss prevention solutions for restaurants, convenience stores, and retailers. DTiQ combines state-of-the-art surveillance equipment with advanced, cloud-based analytics and managed services.

### Integrations



Microsoft 365



### Implementing Prodoscore

DTiQ was introduced to Prodoscore in 2019 and decided to implement the solution late that year with the hope of gaining better insight into their sales team's daily productivity. Prodoscore currently integrates with DTiQ's Microsoft Office 365 tools including email, calendar time, and One Drive, along with Salesforce CRM, and their Fuze phone system.

"I learned about Prodoscore when I joined the DTiQ team and was quickly interested in figuring out what we could learn from the tool. I was eager to better understand team engagement," said Chief Customer Officer, Joe Mignone.

In a previous role, Mignone used a homegrown employee productivity tool but had not experienced anything as robust as Prodscore's platform.

## What We've Learned

"Insight into email activity is one of the biggest assets I see with Prodscore," mentioned Mignone. "I'm a huge Salesforce user - the whole team uses it religiously in fact, so I access Salesforce reports daily but the detail around email accessible on the Prodscore dashboard is just not available in Salesforce. The two tools work together seamlessly for me."

The DTiQ leadership team uses Prodscore's email data to coach and counsel. They get a clearer picture of each sales executive's approach then train accordingly: What do their emails say? What subject lines are they using? How does the first touch differ from the third? "That data presents great coaching opportunities," according to Mignone.

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For the first couple of months, employees were not aware of the tool but now use it daily to gauge their productivity and discuss training opportunities with management. They appreciate that Prodscore creates transparency - employees feel at ease knowing that their managers have visibility into their daily activity so there are no questions around whether or not they're being productive. Everyone's on the same page.

As an added bonus, activity has increased since the team was made aware of the tool. Joe says "Our organization's score increased quickly - we're definitely driving some behavior, which is exciting."

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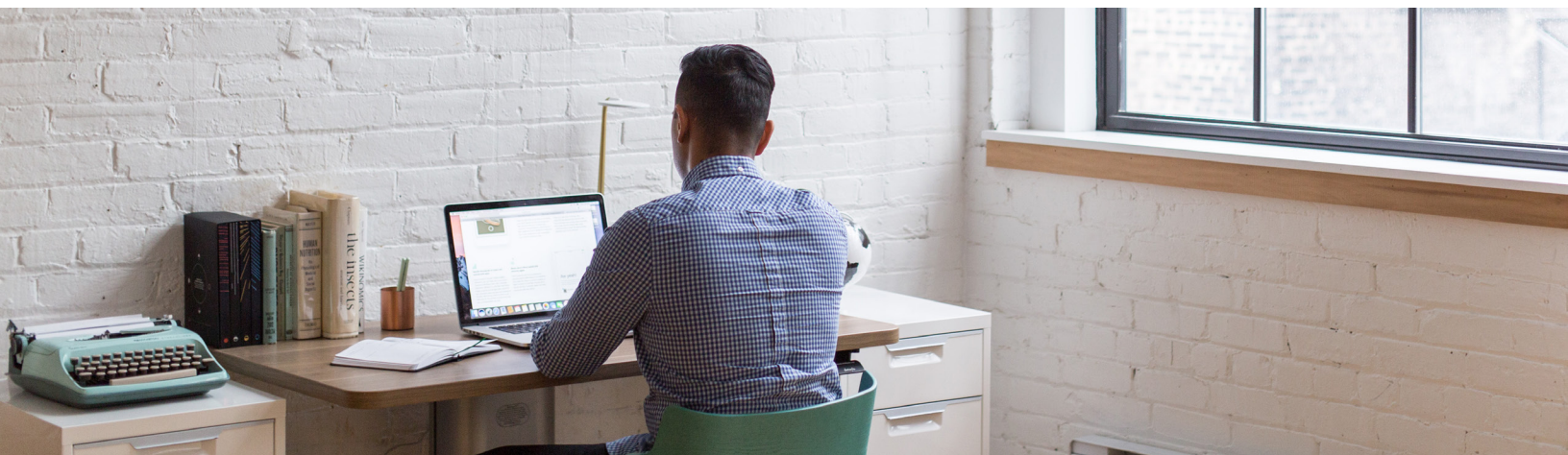
## Employee Engagement

One of the benefits of Prodoscore is being able to better understand employee engagement. Mignone learned early on that an employee's score is a clear indicator of their level of engagement. “We actually had 2 employees leave the company within 60 days of rolling out Prodoscore and when we looked back at the data, we saw their scores start to taper off and continue to decrease up until they gave notice. It was really telling. We have seen firsthand how good a predictor employee scores are of behavior.”

The correlation between a score and the level of engagement for DTiQ is clear. “Our top producer consistently has the highest score week in, week out. He is the most engaged and brings in the most revenue.”

## Enabling a Remote Team

With the sudden shift to remote work for the entire DTiQ staff in March of this year, Prodoscore helped the leadership team keep productivity levels up and team members engaged. DTiQ CEO Mike Coffey said, “We're thankful to have Prodoscore to help manage our remote teams. It helps our managers maintain a consistent level of productivity and provide coaching where needed. There is almost a perfect storm of challenges in managing a distributed workforce – from technology to geography to embedded employee preferences – Prodoscore helps cut through all this and is more important than ever in today's world.”



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888.796.7688

Prodoscore™ is a company dedicated to empowering teams to be more effective and productive, validated with improved sales performance and time management metrics. By providing visibility into employee activities through a single, easy-to-understand productivity score, a “Prodoscore” is calculated to improve workforce productivity.