



Using Accountability to Improve Salesforce Adoption: Grove Case Study

Published by Jason Hubbard

Grove is an 'Innovative Partnership' with people that believe in innovating Technology. Their vision is to make people's lives and business processes easier and more active through the better use of technology.

With offices in the UK, South Africa and a presence in USA, Grove works with clients to help them understand how and where they can leverage cloud-based infrastructure and applications to increase their capabilities, reduce their long-term costs and underpin their growth and ability to respond to a constantly changing world.

We talked with Pip Witheridge, CEO of Grove, about how Prodoscore was the essential piece for improving their Salesforce adoption.

The Problem of Salesforce Adoption

Because of Grove's teams being spread across the world, they invested heavily in cloud technologies to help their team work together.

"We got set up with Salesforce and G Suite around eight years ago since we have a distributed workforce," Witheridge said.

The software was able to do what they needed, but people weren't using it as much as they should.

"We were paying all this money for Salesforce, but data wasn't being entered."

Instead, data was still being kept on personal records and spreadsheets and only entered when it absolutely had to be.

Employees were slowly convinced to use Salesforce more, but not enough to give an accurate picture of their pipeline and customer data. Salesforce data would have to be doubled-checked if you wanted to take action on it, and employees sometimes continued to use their own methods of working.

How Prodoscore Helped Double Salesforce Usage

Witheridge was able to use Prodoscore to create accountability for his team and make sure they understood how important using Salesforce as part of their daily productivity was.

"Prodoscore was great because it gave a full picture of everyone's productivity, but provided a single number to keep track of," Witheridge said.

The team got into a self-improvement mindset with wanting to increase their daily scores. Since Prodoscore keeps track of Salesforce activities, as well as activity in G Suite and VoIP, the team quickly realized that using Salesforce more would both increase their score and keep management happy - but more importantly help increase productivity and sales.

"We were able to go in and see exactly what was happening on low productivity days and see if particular people weren't using Salesforce as much as others, and then deal with those issues directly."

Since they've started using Prodoscore, Grove has seen Salesforce adoption go up across the board. Overall they've seen a 2X increase in Salesforce usage.

"There's a lot more data going into Salesforce and it's been cemented as a key cornerstone for daily work now."

Witheridge can finally view Salesforce reports without having to worry about second-guessing the data. And Salesforce is finally living up to its promise of allowing the team to be able to work together and always know exactly where they stand on any given deal.