

# A Unified Sales Process Drives Global Approvals and Forecast Accuracy

Nuance

## Background

From Apple's Siri to Window's Dragon, from healthcare professionals to local government departments, Nuance uses pioneering technology to streamline communication between humans and machines. With over 14,000 employees and sales reps in 70+ countries, the company closed almost \$2 billion in revenue as of 2014.

## The Problem

With a sales team of 700 and growing, Nuance suffered from a fragmented infrastructure that was adding complexity to its global expansion efforts. Nuance hired Bill Nelson as the Executive Vice President of Worldwide Sales to help prioritize and address their widespread inefficiencies. Nelson immediately understood that opportunities to engage customers were falling through the cracks. Nuance was using multiple systems across sales and marketing to manage customer relationships, but lacked system standards which prevented collaboration between departments and hindered management's ability to grow the business. Nuance needed a system that could address the specific needs of each team, integrate into current systems, and help everyone drive deeper customer engagement. That better system was Salesforce.

## The Solution

Bluewolf worked with Nelson and executives from across the organization to get the Global Sales Team onto Salesforce and ease them into the new solution. Nuance also had investments in Oracle Marketing Cloud (OMC) but wasn't using it optimally, so we [integrated](#) OMC into Salesforce and introduced [Cloud9 Analytics](#) within their new system. This helped increase collaboration between sales and marketing, while empowering sales reps to utilize [mobile](#) devices on the ground.

To effectively launch Salesforce during Nuance's annual global sales conference, they needed a [change management](#) plan to handle the complexities of onboarding their global sales channels to a new system — all at once. We worked with Nuance to create an employee engagement program that was flexible enough to meet the individual needs of different global teams, but still scalable enough to accommodate hundreds of sales professionals worldwide.

### Industry

Technology

### Outcome

Acquisition  
Cost Reduction  
Expansion

### Region

Americas  
Global

### Capability

AI & Analytics  
Salesforce  
Mobile  
Change Management & Learning  
Cloud Integration & Development

## Bluewolf unified Nuance's global sales process, boosting global forecast accuracy to 95%.

## The Results

The new, integrated solution and seamless rollout has given Nuance a strong sales solution to power customer engagement and future growth. It gave sales professionals the ability to expedite deal approvals five times faster while reducing costs. It focused executives on managing the overall health of the business and growing pipeline by 30%. Cloud9 gave the team the analytics capabilities to measure weekly changes in the system — leveraging data to drive decision making that ultimately engages customers and fuels Nuance's business.