

With Ambition, a global sales org sees a universal lift.



Allegis Group is the global leader in talent solutions and takes pride in connecting great people to great opportunities, helping businesses win and careers soar. Today, Allegis Group has \$12.3 billion in revenues and 500+ locations through which its network of specialized companies provides a full suite of complementary talent solutions to solve nearly every workforce challenge and empower business success.

Industry: **Staffing and recruiting** Global Headquarters: **Hanover, Maryland**
Participating Offices: **Allegis EMEA (16 locations across the UK, Mainland Europe and Dubai)**

Ambition's Impact

20%

increase in the number of deals closed
(Contract positions)

12%

increase in the number of deals closed
(Permanent positions)



The #1 sales performance software, Ambition transforms sales teams into revenue engines. From coaching and analytics to TV's and contests, our features make it easy for sales leaders to draw smart insights from data, and to create a culture of success on the sales floor — so that every rep can drive revenue in a powerful, measurable way.

No standard metrics? No problem.

Allegis EMEA uses Ambition to compete across roles, offices — and continents.

The Challenge

Allegis Group had a seemingly simple goal: create a competition across the entire EMEA region to drive productivity and attainment. The idea was to create a World Cup-style challenge.

Melanie Erskine-Scott, Director of Operations Technology for Allegis Group in EMEA, quickly discovered that a regional competition was easier said than done, for two primary reasons:

- With 16 offices spanning multiple time zones and different work week structures (for example, Dubai's weekend is Friday/Saturday), setting up a competition was a major technical challenge
- Allegis Group wanted multiple teams to participate in the competition, but metric targets were incredibly varied depending on role or team. Some employees might be working toward a particular number of calls made or meetings set; for others, goals were oriented around number of placements or Sales made.



Our core metrics and targets varied across the business. Before the competition, our Leadership team felt it was too difficult to standardize anything across the offices (the markets were different sizes, focused on different industries, and at varying places in their maturity). Ambition helped us realize outside of a couple metrics and a couple offices — we could find that standardization. That was a massive win.

Melanie Scott-Erskine, Director of Operations Technology



The Solution

Melanie worked with Ambition to build a competition that would standardize the playing field for every role. The concept: a “100-point work week.” Employees were awarded points for completing designated activities that tied to their individual goals — and while those activities varied based on role and team type, every person was working to meet or exceed a 100-point total by the end of the week.

The Setup

For 13 weeks, the 16 offices that make up Allegis Group EMEA played their very own World Cup tournament. Prizes for the winning teams included trophies, PTO, and a team offsite event.

The flexibility of the Ambition platform made it easy to compare performance across different roles, teams and markets simply by aggregating points. Because Ambition integrates seamlessly with Salesforce, all data was available in real-time — and Ambition took care of the data analysis, providing at-a-glance performance insights on personalized dashboards. That meant every producer, manager and leader at Allegis Group could see how each individual and team was stacking up, offering the opportunity for course-correction along the way.

“Ambition got people into the habit of going into Salesforce and doing what they needed to be doing. That really helped our leaders understand how early inputs — phone calls, meetings — led us to getting deals. Our conversation had always focused at the opportunity level — but with Ambition, we realized we should focus more on those early inputs.”



“The dashboard with the 100-point scale was awesome. Everyone loved how easy it was to see how they were progressing in the week. Leaders could look at it and within 5 to 10 seconds, they knew if they were having a good week or not – and they could course correct from there.”

The Results

Using Ambition, Allegis Group saw a **12%** increase in deals closed for Permanent positions and a **20%** increase in deals closed for Contract positions, as well as a significant increase in Salesforce Lightning adoption across all participating offices.

Following the success of their World Cup competition, Allegis Group EMEA continued to run month-long micro-competitions across smaller teams that drove more specific activities and behaviors.

To learn how Ambition can enhance visibility and drive employee performance for your organization, visit the Ambition Academy or contact us at sales@ambition.com.

