

With Ambition, Peek increases sales activities by 142%



Peek is the industry's leading travel activities marketplace — a one-stop shop for travelers and locals to book amazing activities. Peek connects people with everyday adventures that create lasting memories. CNBC labeled Peek the “OpenTable for activities,” and it was named one of Fast Company’s 10 Most Innovative Companies in Travel.

Impact

142%

increase in average monthly
SFDC activities in just 6 months

1,204

average total SFDC activities input
by Account Executives per month



Ambition is the #1 Sales Performance Management software. From TVs and contests to customizable coaching plans and robust analytics, we help today's forward-thinking, growth-driven sales organizations create a culture of transparency, accountability and repeatable success.

Key Challenge 1:

After launching Salesforce, Peek experienced ongoing issues with user adoption.

Accountability

Ambition motivated reps to track their activities — because no one wants to show up at the bottom of the leaderboard.

Key Challenge 2:

Management worried that incomplete data would prevent the company from making informed decisions.

Transparency

As reps began to diligently track their daily activities, management could build a smart, data-driven strategy.

Key Challenge 3:

Reps had no way of knowing how they were performing in relation to their peers.

Recognition

With Ambition, reps could easily visualize their own success. And thanks to office-wide TVs, triggers and anthems, they knew how their peers were performing, too.

“ I highly recommend Ambition over any product out there — my reps are obsessed with it. ”

Thomas Watanapun, Peek Sales Director



Engagement is half the battle

It doesn't matter how great your technology is if your reps won't use it.

That's what Sales Director Thomas Watanapun quickly discovered after his company, Peek, adopted Salesforce as its CRM. From day one, Peek experienced ongoing issues with user engagement. Because his employees weren't using Salesforce consistently, Thomas worried that their data was unreliable and would lead to misguided decision-making around sales planning, forecasting and pipeline analysis.

"We had two problems," Thomas said. "First, our account executives weren't inputting information in Salesforce correctly and didn't have consequences for not doing so. And second, there wasn't an easy way for reps to gauge where they were in relation to their peers."

Salesforce meets Ambition

Thomas began searching for a solution that would make the Salesforce experience more personalized for his reps. While he had used Hoopla at his previous company, he chose Ambition for its usability, reliability, and ease of implementation. One of the biggest selling points for Thomas: Ambition painlessly synced with Salesforce through a one-click integration.

"Ambition's UI and UX all beat Hoopla by a mile. It was so much easier to set up than Hoopla, and if I had any questions, it wasn't hard to get the answers," Thomas said.

Thomas thought through the right Salesforce activities to track within Ambition, eventually settling on his Account Executives' core KPIs: Calls, Meetings Set, Meetings Completed, and Deals. From there, he designated each metric as an Activity Metric or an Objective Metric and added benchmarks and weights to prioritize its impact on the user's overall Ambition score.

Finally, Thomas set up personalized Ambition dashboards for each Peek Account Executive, along with Ambition TVs, Triggers, and Anthems to alert the whole company when KPI thresholds were met. When his reps didn't hit those numbers, Thomas received a private notification.

"Ambition TV is the biggest piece of Ambition that we use," Thomas said. "We have one TV for our sales team and another for our software integrations team. One thing everyone really likes is the Ambition Anthems, which have taken motivation to the next level — because our reps want everyone else to hear their song."



Results

Before launching Ambition, Peek's Account Executives input an average of 497 total SFDC activities each month. The following year, those same Account Executives input an average of 1,204 total SFDC activities each month. All told, Peek increased their monthly average SFDC activities by 142%.

"Ambition has helped train reps to do the behaviors I need from them and enabled our leadership to make better decisions using Salesforce.com data — which we're now confident is correct," Thomas said.

"I highly recommend Ambition over any product out there.

My reps are obsessed with it."

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.

