

CASE STUDY

cvent

Using Ambition's solutions, Cvent was able to increase new pipeline created metrics by 61%, boost closed-won opportunities by 14%, increase presentations completed by 137%, and more, all within a quarter.



Build Culture. Win Deals.

ambition.com

ABOUT

cvent

Cvent is the leading technology provider for meetings, events, and hospitality with over 30,000 customers and nearly 4,000 employees worldwide. Their full suite of tools automates event management so that their customers can focus on maximizing the impact of events.



Industry: Technology

Headquarters: McLean, Virginia

Ambition seats: 461

PIPELINE ↑ 61% & MORE

With Ambition, Cvent was able to increase **new pipeline created by 61%**, boost **calls logged by 30%**, drive up **talk time by 59%**, increase **closed won opportunities by 14%**, and boost **presentations completed by 137%** —all within a single quarter.

“
What I loved about Ambition when I first brought it in was that we could look at activity through a different lens. It really gives us a full view of sales activity.

— DARRELL GEHRT,
SENIOR VP OF SALES,
CVENT



USING ACCOUNTABILITY & ENCOURAGEMENT TO CRUSH GOALS

The Cvent team leverages Ambition to create **real-time recognition** and boost KPI performance with **competition**.

The Challenge:

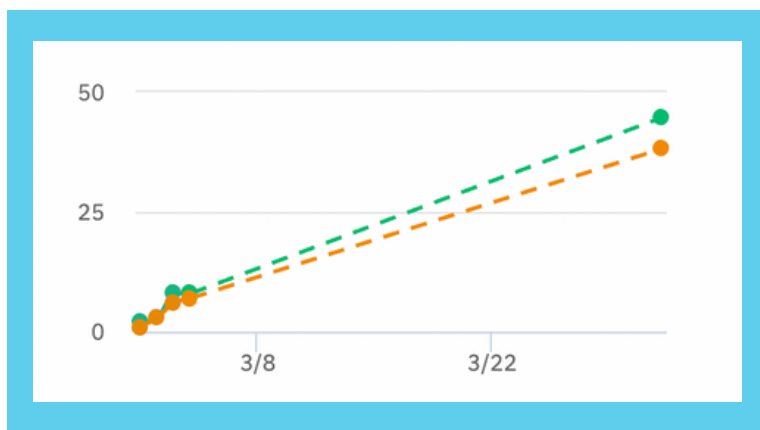
The **Cvent** team was originally looking for a tool with reporting capabilities for added clarity. Being able to report on and track sales activity and progress towards goals was of chief importance. The team struggled with visibility across teams, and meeting targets was made that much harder by the lack of timely insight. But with Ambition, the team got all the insights they needed—and much more.

The Solution:

The Cvent team uses **Ambition's gamification features to create competitions around target metrics to drive sales activity** around closed won opportunities, calls logged, and presentations completed. Adding this healthy dose of competition keeps reps engaged and vying for the top spot so the numbers keep climbing.

The team uses **Ambition's accolades to celebrate key wins** so that everyone gets the gratification of instant recognition for their efforts. Reps earn badges as they reach key performance milestones, so their work toward target goals is rewarded, enforcing behavioral change across the team. This ensures that everyone continues working on the right activities to reach objectives.

Cvent uses **Ambition's dashboard for clear, real-time insights and objective tracking**. From their dashboard, the team can easily see where they stand toward meeting organization-wide objectives. This easy visibility keeps everyone on the same page, and makes it easy for leadership to step in when they need to to actively guide performance direction.



This graph shows how competitors are projected to reach targets.

HOW THEY DID IT

The Solution, Simplified:

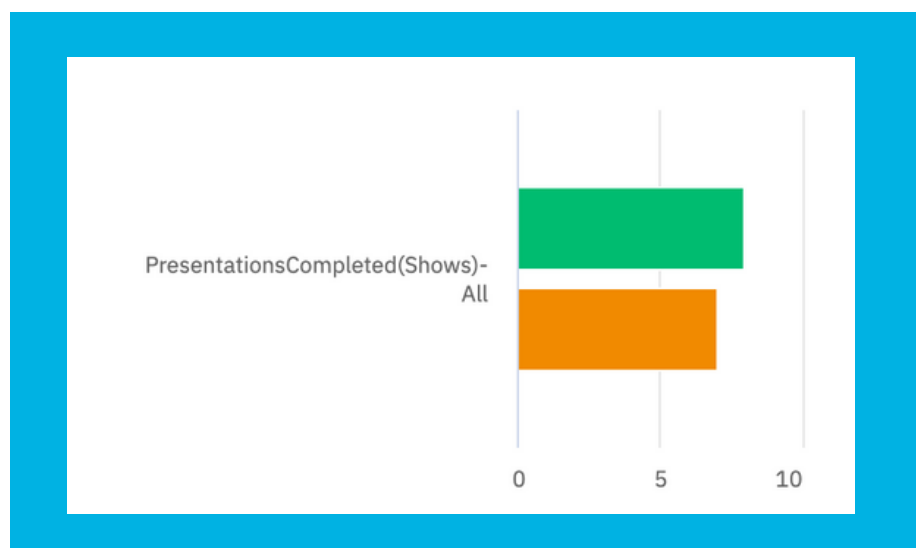
- **Competitions** around closed won opportunities, calls logged, and presentations completed
- **Accolades** that allow reps to earn badges for performance milestones
- **Goal and objective tracking** for presentations completed and new pipeline created

cvent



AMBITION

This competition score shows how competitors are measuring up to one another on gamified goals.



CONCLUSION

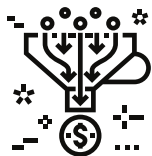
Cvent uses Ambition's software to keep everyone motivated, accountable, and ambitious.

Cvent was looking for a way to **report on and view sales activity**. With Ambition, the team got the reporting they needed and then some. They were not only able to get **real-time visibility into sales activity and objective tracking**, but also able to **gamify their sales goals to drive behavioral change** across the team and **boost key metrics**. Now the team has **real-time clarity, recognition, and motivation**, no matter where they are or how their direction changes.

Ambition's impact on revenue metrics:



137% more presentations completed in one quarter



61% more new pipeline created in a quarter



59% more talk time in a single quarter



30% more calls logged in a single quarter



14% more closed won opportunities in a quarter

100% more  AMBITION.

ABOUT AMBITION

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



[Get a demo at Ambition.com](https://ambition.com)

