“After the merger, SAVO mobility enabled us to quickly ramp up the salesforce on cross-selling the full breadth of services we offer.”

Amy Stewart, SVP of Marketing and Sales Strategy

**SITUATION:** A new name and a complex breadth of offerings

One Call Care Management (OCCM) completed a large merger and announced its new name and brand identity in November, 2012. “The most important and immediate goal was to keep the trust of our customers,” says SVP Amy Stewart. “There was no time to waste. We needed to equip our sales force to offer more options at the same depth and quality of expertise that customers expected and appreciated in the past.”

OCCM realigned its sales force by customer and geography, rather than by product/service offerings, so customers would keep the reps they already knew. “This meant reps had to sell products they never sold before,” says Stewart. “Meanwhile, marketing was finalizing our new brand story, there was a new expense system, and we were launching Salesforce.com across half the enterprise. Everything was in flux, and the last thing we wanted was to overwhelm people with another system that would be hard to learn and use.”

**SOLUTION:** Smarter Selling™ accelerates learning curve

“We wanted an integrated platform to accelerate the learning curve,” says Stewart. “We couldn’t have people searching a thousand places to find our story and supporting materials. It had to work in a mobile environment because our salespeople needed quick access to information while in client meetings. And we needed to implement something very rapidly within our cost structure. SAVO’s Sales Mobile PRO app answered all of these requirements and I was pleasantly surprised when SAVO said they could manage our short timeframe. In fact, we had a fully functional solution in less than 60 days.” OCCM’s next step is adding SAVO Sales Opportunity PRO, which will integrate with the Salesforce.com system so that users can conveniently access both systems through a single login.

**RESULT:** Insightful customer conversations across the entire portfolio

“The reason we merged was to provide customers with a quality connection to care across a wider portfolio of services. SAVO has helped us realize this potential in three important ways. First, it helped our sellers build their product/service knowledge to present the full portfolio within the context of customer needs. Second, it gives customers a great presentation experience on the iPad consistent with how we want to be perceived: fresh, simple and modern. Third, it gives us insight into customer interests because we can track which sales assets are requested most often. This will help us work closely with customers to create the next generation of solutions to fit their needs.”

Several key customers have implemented OCCM’s entire portfolio. “SAVO definitely played a role in making that happen. Our sellers can now go to customers with a complete, compelling and consistent story about One Call and everything we bring to the table.”
“Our sales force lives in a mobile world”

“We’re a company on the cutting edge of technology,” says Stewart, “and our enterprise account managers tell me it’s embarrassing to give a presentation on a laptop. They are excited about showing presentations on an iPad when they sit down with customers. Another place where SAVO Mobile shines is at trade shows. Following up on trade show contacts used to be a horrifying process of typing email addresses from business cards. Now, with SAVO Mobile, salespeople can have a two-minute interaction, email the potential customer a piece of collateral related to the conversation, and come home to the office with a ‘sent’ folder full of contacts ready for follow-up.”

SAVO instilled confidence and knowledge during a pivotal time

“This was a stressful time for the sales force,” Stewart remembers. “They had new bosses, new systems to learn and a complex breadth of new offerings to sell. That’s overwhelming for a salesperson who wants to be a client’s trusted advisor; who wants to go in feeling like an expert about everything.”

SAVO Sales Mobile PRO gives users access to the assets in the SAVO knowledge base – anywhere, anytime via smartphone and tablet apps. “SAVO has simplified the sales environment for them. It’s user-friendly, transparent and relevant. It puts at their fingertips the collateral, training and whatever they need to feel comfortable telling our story. Relevant coaching tips and access to training pop up automatically to guide new people, while our tenured reps can easily bypass information they already know. All of our sales reps can now have an insightful conversation with the customer about our entire portfolio. That’s smarter selling.”

“SAVO has simplified the sales environment”

“Before calling SAVO, we considered another vendor, but using their demo was like cracking the Da Vinci Code,” says Stewart. “Content was deeply nested, there was no visual interest and it required many clicks to find anything. As a salesperson, I would rather stare at a bowl of sawdust than try to navigate through that. Then we contacted SAVO. I had assumed SAVO would be out of our price range and I thought it would be impossible to implement on our timeframe. But SAVO made it work.”

Stewart says, “Working with SAVO to get a contract in place and rapidly implemented was one of the simplest, most user-friendly experiences I’ve ever had with a company. In addition to the great people and their commitment to our success, SAVO brought a user experience that facilitates people communicating better and faster. One of the things I love about SAVO is the way they connect clients together; peers who can share experiences with similar challenges and opportunities so we can learn together.”

For more information about SAVO Sales Mobile PRO and how to promote Smarter Selling at your company, visit us at savogroup.com