



COMPANY CHALLENGE

Patty was tasked with building out a competitive program, but didn't have a good understanding of how to do it. Collection was inefficient and scattered. Insights were being missed. They needed to increase their competitor coverage but they didn't have the bandwidth.

SOLUTION

Patty uses Klue to track all external news. She also outsources some of her Win/Loss interviews which lightens her workload significantly. Through these efforts, she's scaled up her coverage from 5 rivals to 25+.

TIME SAVINGS

Everything is added to Battlecards and blasted out via digest. It's an efficient workflow that has saved Patty a lot of time.

DEVELOPING A PROGRAM STRATEGY

Klue's Threat Analysis helped them confirm which rivals to focus on.

MEASURING ROI & GAINING EXECUTIVE SUPPORT

The Sales Impact Analysis helped them measure changes to Win Rates and Average Deal Duration, and compared Klue users vs non-Klue users. The results helped Patty to get executive buy-in early on. They did the analysis each quarter throughout 2020, while showcasing the findings to key stakeholders.



HOW KLUE HELPED

Clue helped Patty build out their CI program, prioritize their rivals via the Threat Analysis, develop a Battlecard building schedule, and scope the project into different phases and connected them with win/loss experts to help build their content.

RESULTS

↑ **34 points**¹ overall win-rate

↑ **24 points**¹ competitor win-rate

↓ **75 days** deal cycle

¹ increase in percentage points

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The Sales Impact analysis helped us measure changes to Win Rates and Average Deal Duration. The results were **very positive right from the beginning**, so this helped us get executive buy-in early on.



Patty McDonald

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