

Strategic Leap to Competitive Enablement

“ Having used Klue at my former company, I strongly encouraged our CMO and Global Marketing Director to select Klue for Symphony RetailAI.

With 2020 SaaS revenue up 65% YOY, we've seen a major impact on competitive deals using Klue.

Chris Koziol
Chief Executive Officer
@ Symphony RetailAI

Overview

In business for more than 30 years, **Symphony RetailAI** helps companies identify, activate, and realize opportunities for profitable growth – more efficiently and effectively – in today’s highly competitive omni-channel environment.

From category management and marketing to supply chain and retail operations, they provide the industry’s only truly integrated AI-enabled solutions, tailored for the nuances and volume of FMCG/Grocery retail. Symphony RetailAI’s innovations span the retail value chain, providing actionable insights that drive improved performance and CPG collaboration – and ultimately, revenue and margin growth.

Situation

No way to measure the impact of intel to sales

Exec Support but Limited CI Program Knowledge

Symphony RetailAI has a very broad competitive landscape with hundreds of competitors across their business units, and a few tier 1 competitors showing up in most sales deals. Tracking how often their revenue teams use intel against their top competitors was critical.

The need for a formal Competitive program was identified by Symphony RetailAI’s CEO, Chris Koziol, **who believed competitive intelligence would be a key driver for sales, revenue and growth.** Chris selected Patty McDonald, Global Solution Marketing Director, to spearhead the new CI initiative and Patty began her search for the right platform, processes and best practices.

What they were facing:

- Limited information on best practices for building a new CI program
- Manual research, Google alerts, with intel discoveries in static docs
- Sales going to many teams for questions on competitors - PM, Solution Marketing, Sales
- No standardization of what to track and what to ignore
- No way to measure the impact of intel to sales

“ We are doubling down on Klue as the **standard for all Competitive** at Symphony RetailAI. Our approach was to **crowdsource collection efforts**, and ensure reps check Klue before any meaningful customer conversations.

Kevin Sternecker
Chief Marketing Officer
@ Symphony RetailAI



Klue helped Symphony RetailAI increase competitive coverage by 5X!

How Klue Helped

Understanding CI Best Practices

With the help of the Klue Client Success and Support teams, Symphony RetailAI was able to prioritize competitive coverage and develop a scalable process that could support multiple teams with the right intel. This includes a battlecard building schedule, outsourced win/loss interviews, templated content cards and other best practices.

Crowdsourced Intel Collection

Patty was a team of one in charge of competitive intel. By crowdsourcing collection efforts with other teams and using Klue’s alerts, website monitoring, boards and cards, she was able to increase competitive coverage by 5X.

Massive Time Savings

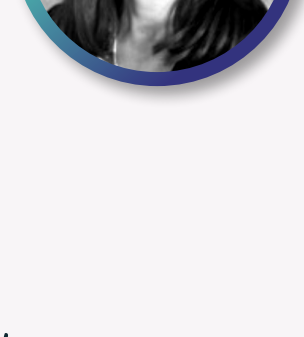
After the initial Klue implementation, the Symphony RetailAI Marketing team switched to maintenance mode, and now spends approximately 30 minutes in Klue a day. That’s 2.5 hours a week, or 10 hours a month. Multiple internal teams receive intel and sales now provides feedback on what they’re hearing in the field.

Consumable Insights for Everyone

Klue battlecards were important for sharing their overall strategy against various competitors, and Klue cards provided ‘insight nuggets’ for sales to easily consume, and remember. The weekly Klue digest was blasted across the organization and got the attention of Execs. The result was a scalable, efficient CI workflow.

“ One of the biggest jumps in our competitive program happened once **we crowdsourced collecting intel.** It allowed us to **gather information at scale** and ensured that information wasn’t getting stuck within the minds of a few individuals.

Patty McDonald
Global Solution Marketing Director
@ Symphony RetailAI



Results

Klue is a huge hit within the field!

1K+ Cards Covering a Variety of Insights



“ Klue is the **best part of my job.** I’m working to make my role solely dedicated to competitive enablement just so I can focus on Klue.

Patty McDonald
Global Solution Marketing Director
@ Symphony RetailAI



Arm your teams with the right competitive intel

[BOOK A DEMO](#)

What are you waiting for?