Industry
Information Technology

Use Case
Social Selling & Marketing

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Nimble helps RJT Compuquest to Achieve Rapid Team Adoption, Effective Social Selling and Pipeline Management

Who is RJT Compuquest?

RJT Compuquest is a Gold SAP & Oracle VAR providing consulting services for over 15 years, implementing and supporting enterprise technology solutions including ERP, CRM, SRM, Mobility, Business Analytics and Cloud Computing.

The Challenge: Replace legacy CRM with simple social relationship manager to enable social selling

RJT Compuquest needed a simpler more social solution for its distributed sales team. “Our previous CRM platform, Salesforce.com was great at sales forecasting and activity reporting but lacked true social integration,” says Charles Wilson, Director of Business Analytics Solutions at RJT Compuquest. “Our team was looking for a more Social CRM that could automatically capture the who, what and when of sales engagement and then tell us things we did not know about the prospects. We wanted tight integration with our marketing platform and our Google Enterprise Apps.” The team also had difficulty justifying the cost of Salesforce.com. Rather than continue with their current CRM solution, they decided to find something simpler, more social and affordable.

> We love nimble! We had 100% adoption in less than 2 Weeks.

The Solution: Unified contacts, social, deals and communications into a Simple Social Selling Tool

After seeing the shift away from using CRM as a sales activity reporting platform towards social relationship engagement, Wilson searched for a more social solution and discovered Nimble. Since integration to Google Apps was important as well as social integration with LinkedIn and Twitter, Nimble fit the bill.

Starting with 15 users, RJT Compuquest quickly upgraded to 20 users the following week. According to Wilson, it took only 10 minutes of training on Nimble and they were up and going - a very easy process.

"Nimble's simplicity by design makes it easy to use and adopt," says Wilson. "Everyone's using it and happy with it. We love the transparency and it's easy for me to monitor our remote inside sales team in India. There is a single place now for contacts, calendars, messages and deals and it's easy to add new contacts."

In addition, with Nimble's social integration, Wilson said it's easier for his team to expand their customer database and conduct research coverage on existing accounts and contacts. "Our salespeople used to spend too much of their sales time researching prospects and customers and now they spend more time engaging and closing deals," said Wilson. "With Nimble's automatic social profiling and integration of social communication streams, we know exactly who the customer is, what's on their mind and how best to connect."

Another key element to Wilson's decision to go with Nimble was its roadmap for integration to other key business enterprise tools including analytic products and HubSpot marketing integration.

"We use HubSpot to capture our leads and the integration was very important to us, as well as the links to analytics," said Wilson. "Nimble's tight integration with HubSpot enables true closed loop social selling, alerting our sales team about hot leads as they arrive at our website. New web leads automatically come into Nimble where the one dimensional emails are transformed into three dimensional prospects. Nimble magically updates leads with social connections and background information. Our sales team gets alerted to the hottest leads and Nimble shows us the critical details and enables us to engage effectively."

"We love the contact tagging feature and use it to tag by vertical industry and product and easily run and export reports. It's very easy to query using advanced searches and to identify, group and manage contacts."

> Our salespeople used to spend most of their sales time researching prospects and customers and now they spend more time engaging and closing deals.

Wilson said that after only one month of use, his team is already seeing definitive benefits. His sales force is more organized and coordinated. "And because everyone is using the same solution, we have a much better sales pipeline. Sales deal reporting is easier. It's all right there in front of you. Everyone is communicating collaboratively and executing more efficiently because of Nimble."