ARPEDIO

Client Case

How Eagle Eye Achieved 4X Faster Employee Onboarding

About Eagle Eye
Eagle Eye offers a loyalty and promotions omnichannel SaaS platform that enable companies to connect all aspects of the customer journey in real time.

This client case is based on an interview with Josh Seddon, Head of Account Management (EMEA), at Eagle Eye. Josh leads a team of account managers and is responsible for Eagle Eye's key and strategic accounts in EMEA.

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Sector
Computer Software

Website
www.eagleeye.com

eagle eye

Challenges

Eagle Eye was not new to account management solutions when they were first introduced to ARPEDIO. In the past, Josh and his team tried several other account planning tools, but never one that was actually integrated in their CRM: They were typically only available on external platforms or websites.

Therefore, when Eagle Eye decided to implement a new CRM about a year and a half ago, the weightiest criterion and what ultimately made the tipping point balance in favor of Salesforce was the potential to **consolidate all of their tools in one place**.

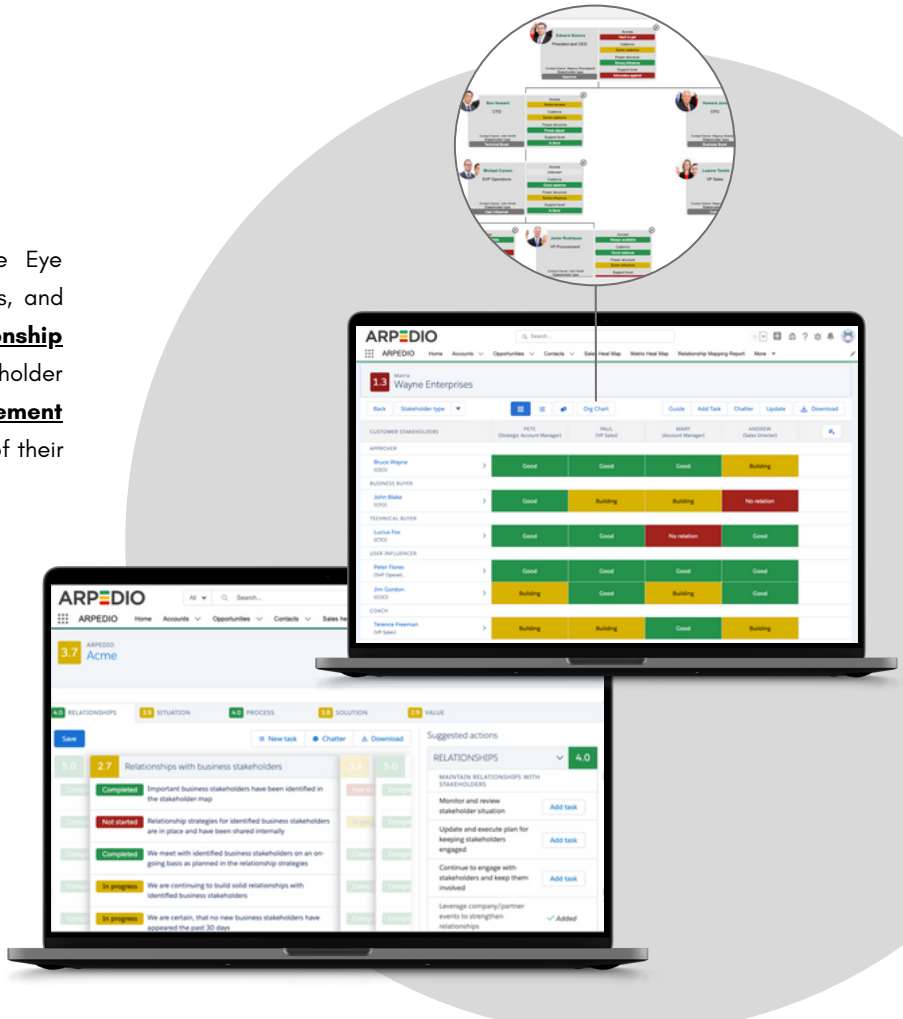
According to Josh, bringing everything together in one place was alpha and omega to drive adoption of their tools. From past experience, Josh found that tools that lived outside of their CRM were often considered administrative burdens and would often be neglected, which made it difficult to prove their value. Josh explains how he and his team would have to **replicate work, which would cause a lot of friction.**

"They had to replicate work because they had to go into one tool, add a load of users, and then go into another tool in our CRM and add the same users again, etc, etc., so you can kind of see the friction that those two things would cause."
– Josh Seddon, Head of Account Management (EMEA), Eagle Eye

Thus, to complement their new Salesforce implementation, Eagle Eye was looking for an **integrated account management solution** to replace their former account planning setup, which wasn't in sync with their CRM.

Solutions

After carefully researching the market, Eagle Eye decided to trust ARPEDIO with their challenges, and has-for now-implemented **ARPEDIO's Relationship Mapping & Org Chart software** for full stakeholder visibility along with the **Account Management software** for successfully managing all aspects of their key and strategic accounts.



Results

Tailormade Account Planning to Maximize Customer Potential

Josh and his team are leveraging ARPEDIO's **Account Management software** for managing all aspects of their key and strategic accounts. The ARPEDIO platform allows them to set strategic goals for their key accounts, and make them available directly in Salesforce. This helps Josh's Account Managers keep the end goals in mind at all times, and proactively steer the customer journey from there. The ARPEDIO assessments are then used to make these goals actionable and to follow up on progress.

From ARPEDIO/Eagle Eye user survey:

86% agree

14% strongly agree

...that ARPEDIO provides sales best practices and helps identify next steps to take with the client.

In this regard, ARPEDIO's value is twofold for the Sales department: First and foremost, it helps Josh coach his account managers on their key accounts: They can set realistic goals, follow up on the progress, identify pain points, and define the best next actions together. It gives his team **a very tangible way of learning how to improve their performance** in complex sales cycles.

Secondly, Josh uses the tool to regularly review accounts with the Executive team. Josh opens Salesforce with ARPEDIO and presents the account scores and how they're progressing-or what's holding them back, i.e., what was the account score last month, has there been any improvement, or has it gone down? This way they can **easily track progress and identify areas they need help on** - and according to Josh, that's really the core of ARPEDIO's solution.

"When you're presenting to the exec members of the business where you are with those accounts and what help you need, those plans are absolutely perfect."

- Josh Seddon, Head of Account Management (EMEA), Eagle Eye

Josh also highlights that ARPEDIO's tools are really useful for including the rest of the business in what's going on with the accounts not to mention its ability to signal red flags: If any issues arise that need to be addressed, ARPEDIO's tools ensure that they spot this and are able to react quickly:

"We've been really using ARPEDIO as the basis of our conversations on the gaps we have within the business and how we progress that."

- Josh Seddon, Head of Account Management (EMEA), Eagle Eye

From ARPEDIO/Eagle Eye user survey:

100% agree or strongly agree

...that ARPEDIO helps identify pain points in key accounts.

Uncover and Reduce Risk With Relationship Mapping

This is also where **ARPEDIO's Relationship Mapping software** proves really valuable: According to Josh, ARPEDIO has provided his team with the format and the focus to really understand the importance of mapping your stakeholder relationships.

"I know this person, but this person doesn't know that person, so we should probably make sure that they meet. Or, we don't see this person as frequently as we should. I don't really think about it everyday, I needed to take a step back to understand and realize that. And ARPEDIO has given us the format and focus to do that, which has been great."

– Josh Seddon, Head of Account Management (EMEA), Eagle Eye

ARPEDIO's heatmap and org chart provide Josh and his team with a comprehensive view of stakeholders and relationships: They are able to immediately see the health of stakeholder relationships, and thus allowing them to address stakeholder issues in time. The relationship mapping solution really works as a helping hand for ensuring they cover all the critical stakeholders, which ultimately minimizes the risk of last minute surprises during final negotiations with prospects.

"It should never be about 'Oh, look how much I know about my accounts', it's actually about 'Where do I need help?'. And I really feel the tool can help guide you there. And it gives you that visual view."

– Josh Seddon, Head of Account Management (EMEA), Eagle Eye

From ARPEDIO/Eagle Eye user survey:

86% agree or strongly agree

...that ARPEDIO helps identify and assess stakeholders in key accounts.

4X Faster Employee Onboarding

With the use of ARPEDIO, Josh's team has **accelerated their onboarding process significantly** – and this was never something Josh thought of as a possible outcome of implementing ARPEDIO.

It's a common mistake to naively think that no one will ever leave the company, but–of course–at some point, people do leave, and then you're in a pickle. However, with the help from ARPEDIO's tools, Eagle Eye's on- and offboarding processes have become so much more seamless:

"The tool has made the onboarding process so much more seamless for us."

– Josh Seddon, Head of Account Management (EMEA), Eagle Eye

The power of ARPEDIO's tools in terms of onboarding really became clear when a former employee handed in his resignation. Before this employee left, Josh made him ensure that all of his ARPEDIO records were up to date as much as humanly possible.

The ability to **store critical stakeholder and account information directly in Salesforce** has made Eagle Eye's onboarding process much more efficient: New employees can immediately get an overview and rely much less on Josh to tell them what's up and down, which smoothens the handover period remarkably.

The same goes for moving accounts around: Josh explains that even if people don't leave, but they simply need to restructure accounts, or if people get promoted, ARPEDIO's tool is very useful in handovers of

those accounts because ARPEDIO's records are prefilled and ready for anyone to consume.

While it is challenging to quantify the precise impact, Josh is beyond certain that they can onboard new employees significantly faster now than before implementing ARPEDIO. Based on his estimation, they have likely accelerated their onboarding process by three to four times.

"In terms of understanding 'who's who' in accounts and the handover process in general, we probably onboard - easily - 3-4 times faster just by having all that data succinctly in the right place."
- Josh Seddon, Head of Account Management (EMEA), Eagle Eye

A High Rate of Adoption

Even before any 'official' training began, it was super quick to get new starters onboard: Josh simply had to show the tool and how to update it once, and then his team was up and running. Josh and his team quickly found that ARPEDIO's software is-surprisingly-easy to start using, and this has undoubtedly played a big role in **securing a smooth adoption process**.

"It's not so complex that people can't just pick it up naturally, if they use the tools. It's very intuitive, which has been great. And from around the team, we've definitely seen way more adoption than from previous tools."
- Josh Seddon, Head of Account Management (EMEA), Eagle Eye

Fully Customizable to Eagle Eye's Sales Best Practice

From Josh' perspective, another important aspect that's helping secure adoption from the team is the ability to **fully customize the Account Management tool to Eagle Eyes' needs**. They initially set up the account assessment for their high touch accounts, and as they progressed using the tool, they realized that some of the questioning was a bit too detailed for their low touch accounts. Fortunately, this is completely customizable and both simple and quick to update. Josh really appreciates the continuous innovation and the reactiveness he's seen from ARPEDIO's Customer Success team, which-in Josh' opinion-really stands out from an account management perspective.

"Some of the questions are a bit too detailed for low touch accounts, so we're tweaking that. And I

guess that's the joy of ARPEDIO: If you need to tweak it at any point, e.g., edit or add new questions, it is turned around in less than 24 hours."
– Josh Seddon, Head of Account Management (EMEA), Eagle Eye

Josh points out that the overall adoption has been great, but also that it's a work in progress: Eagle Eye is working on splitting the sales process for low- versus high touch accounts all together as a means to drive adoption even further: "*If you have a low touch account, and you haven't answered all the questions properly, you'll get a red score – even though you might actually be in a really good place with this account.*" And as Josh puts it, this can be '*quite disheartening*'. It's a classic trial and error process, and that's why it's so convenient that you can **continuously adjust ARPEDIO's tool to match your specific needs and wants** as you go.

"The adoption is definitely there from everyone who's seen scores change on a monthly basis, which is great."
– Josh Seddon, Head of Account Management (EMEA), Eagle Eye

From ARPEDIO/Eagle Eye user survey:

100% agree or strongly agree

...that ARPEDIO is helping them work more strategically with accounts.

Clear UI and High Usability

Going through the various options in the mix, ARPEDIO quickly stood out in terms of their **clear user interface and high usability.**

"It is super clear and easy to use."
– Josh Seddon, Head of Account Management (EMEA), Eagle Eye

In Josh' opinion, most of the other tools they saw looked way too complex from a UI perspective: "*There was simply too much on the screen. You don't want a tool focusing on every metric under the sun with 50 different features to keep track of.*" Josh is very convinced that if you're going to get people's attention, **you need a tool that's succinct, clear, and focused on the things that are important** – "*and in this regard, ARPEDIO was really the right tool for us*", he says.

Summing-up

Eagle Eye faced challenges with low adoption, duplicate work, neglected tasks, and critical information scattered all over the place – all due to tools and data that lived outside their CRM.

With the implementation of ARPEDIO's Account-Based Selling platform, Eagle Eye is able to manage-and store-all of their account and stakeholder activities natively in Salesforce. As a result, Eagle Eye is onboarding new employees 4X faster, they are leveraging tailor-made account plans, dynamic goal setting, as well as benefiting greatly from ARPEDIO's coaching and next best actions capabilities. All in all, with the help from ARPEDIO, Eagle Eye is working much more strategically with their accounts. Get in touch and learn how you can do the same.

Any questions or reflections?

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