FAYE

HUNTER PRODUCES WINS WITH SUGARCRM

Hunter®

Some eat steak.
We eat software.

FOR YEARS, HUNTER STRUGGLED TO GET ITS SALES TEAM TO ADOPT SUGARCRM.

By using the Splash gamification platform, it were able to take advantage of the competitive nature of their sales teams, and dramatically improve their CRM adoption.

Hunter's results speak for themselves:

72%	228%	6,218%
2,500 IN 2017	5,500 IN 2017	1,700 IN 2017
4,300 IN 2018	18,000 IN 2018	109,500 IN 2018
Increase in accounts created	Increase in accounts modified	Increase in contacts modified

CHALLENGES

Hunter is best-known as the maker of top-end sprinkler systems utilized by golf courses, amusement parks, national landmarks, and commercial spaces all over the globe. Without a modern CRM system, it's almost impossible to imagine that you could keep all that customer and prospect information straight, but that's exactly how Hunter operated.

When Hunter adopted SugarCRM in 2010, its goal was to modernize a 30-year-old sales system built around business cards, Rolodexes, and handwritten notes. This old-school approach was slow and unreliable, and it was plagued by inaccurate and outdated information. Even worse, it offered zero visibility into the sales pipeline for Hunter's management. However, Hunter's salespeople were less than thrilled about adopting the new technology.

"They fought us tooth and nail about adopting Sugar," recalled Julie Shoup, Hunter's Marketing Applications Supervisor. "They had these big books of business cards. And when we would train them on the CRM, they would say, 'Why do I need this? I already know who my customers are.'"

Even though Hunter's management found the benefits of SugarCRM to be obvious, the company wouldn't be able to get the largest return on investment possible. Thankfully, the company discovered the Splash gamification platform. Almost overnight, the sales teams started seeing SugarCRM in an entirely new light.

SOLUTIONS

"Our salespeople are really competitive," Shoup said. "The great thing about using Splash is that it allowed us to throw some prizes and bling at them, just for learning how to use the system they already had."

Splash works by providing game-like incentives for completing CRM-based tasks. As Hunter's sales staff competed with one another to win prizes, they were actually learning to master SugarCRM. For instance, one salesperson spent two entire weekends entering and updating contacts that had never been in the company's system-all in the hopes of getting enough points to win a new gas grill.

It was really funny," Shoup said. "We rolled Splash out to our domestic sales teams, which is about 120 people. We started them off easy with tasks like creating meetings and updating accounts."

"ON THAT FIRST MONDAY, THEY WENT CRAZY FOR SPLASH!"

"They were calling us with questions about how to do various tasks in Sugar. They wanted those points."

In a matter of weeks, key customer and sales data that had been completely inaccessible to Hunter's management was suddenly available within just a few mouse clicks. Better yet, the sales teams started using Sugar as their primary tool for customer management, since they finally saw the timesaving value of their CRM system. Those hefty old tomes that were filled with business cards started gathering dust.

LASTING RESULTS

"THE RESULTS WERE ASTRONOMICAL FOR US," SHOUP SAID.

"Just by looking at the numbers, you can see the dramatic change in our lives. It has been really, really good."

Before adopting Splash, Hunter had a serious issue with inaccurate, outdated, and otherwise "dirty" data within its CRM system.
The sales teams simply had no incentive for making sure the records were correct, and rarely bothered to check. But Splash changed all that by providing a simple incentive for updating old customer records, as well as rewards for adding new customers, tracking meetings, and doing other essential CRM-based tasks.

Within a year of launching Splash, the company saw the number of new contacts created within Sugar rise from 6,800 to 10,300 (a 53% increase). New accounts also grew dramatically, from 2,500 from 4,300 (a 72% increase). In addition, the sales team also invested a substantial amount of time in cleaning up their existing records, with account updates growing from 5,500 changes in 2017 to over 18,000 in 2018.

But none of these statistics compare to the staggering increase in modified contacts (or current information about existing leads and prospects) that grew from a mere 6,800 updates to an incredible 109,000 within just one year. This situation wasn't about the sales staff gaming the system either, as Splash has robust anti-cheat tools that keep users honest. Instead, they were real updates about every potential customer in Hunter's sales funnel.

Splash has been such a huge success for Hunter that it plans to expand the system and roll it out internationally in the future. The company is also starting to see their investment in SugarCRM pay off in a major way. "They say that something like 70% of CRMs fail, and we've certainly struggled with ours a few times," Shoup said. "Our company definitely had a deficit in technology, but what we're doing today is really on the forefront of technology. We're going in a great new direction."

FAYE

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