

# ADP SALES TEAMS SUCCEED WITH PREDICTIVE SALES INTELLIGENCE



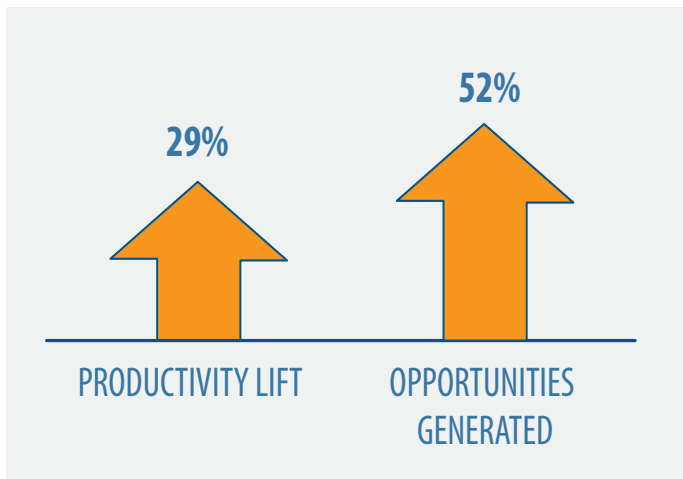
## SUCCESS STORY

### SUMMARY

Automatic Data Processing, Inc. (ADP), with nearly \$10 billion in revenues and about 570,000 clients, is one of the world's largest providers of business outsourcing solutions.

Aiming to dramatically boost sales productivity, ADP deployed salesPRISM sales intelligence software from Lattice Engines to nearly 2,000 District Managers (DMs). With predictive sales intelligence, DMs focus on clients that are 10x more likely than average to purchase and engage decision-makers with contextual, compelling messaging. DMs with active salesPRISM usage have increased Opportunities generated by up to 52% and boosted overall sales productivity by up to 29%. New DMs are ramping-up significantly faster, generating over 150% more Opportunities and closed deals.

### Sales Productivity Impact for DMs with active salesPRISM usage



### The Sales Productivity Challenge

An early salesforce.com adopter, ADP had already enabled managers to track District Manager (DM) activity, report on opportunity advancement across the sales pipeline, and forecast the value of closed sales. ADP now turned to the question of how data and technology could help front-line DMs succeed and sell more business. The first step was articulating the challenges facing sales teams:

**Too much time spent on low-potential and low-likelihood accounts:** With sales territories encompassing as many as 1,000 clients and prospects, DMs were eager for support to identify the companies most likely to convert into valuable and viable sales opportunities.

**Harder time gaining access to decision-makers:** DMs noted that it was becoming increasingly difficult to schedule meetings with prospects and existing clients. Buyers were savvier and better informed, turning to online and social media sources for information and guidance. They were increasingly tuning-out generic sales pitches and expected DMs to do their 'homework' before the first call. DMs needed effective ways to stand above the messaging clutter and grab the decision maker's attention.

**Information overload erodes selling time:** The amount of information about ADP's clients and prospects expanded exponentially over the years, with the advent of new external sources (e.g., social media) and easier access to ADP internal data (e.g., customer service, payroll features used). Even the most diligent DM faced the prospect of becoming flooded by research at the expense of client-facing time.

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**Engaging the C-level:** DMs were guided to elevate their client interactions to engage and influence C-level executives. As a result, DMs needed not only to gain fluency in ADP's solution line, but also to understand the industry and company-specific issues keeping executives up at night. Successful DMs would have to express ADP's value propositions in the context of each client's unique situation, articulating measurable and compelling business impact.

**Expanding product portfolio:** Already a giant in Payroll services, ADP was expanding into new business lines such as Human Resource Services. DMs were now expected to be familiar with a much broader solution line, a challenging prospect especially for junior DMs.

*“By employing sophisticated data-driven analytics, we've created a distinct competitive advantage allowing us to anticipate client and prospect needs.”*

Tom Miller, VP of Business Analytics and Intelligence

## Predictive Sales Intelligence: A 'Must-Have' for Today's Sales Force

ADP's executive team recognized the opportunity to transform the immense amount of raw data about clients and prospects into ongoing, account-specific actionable sales intelligence. "Data has become a mission-critical business asset, and we knew that predictive sales intelligence was becoming a 'must-

have' for our sales forces," said Tom Miller, VP of Business Analytics and Intelligence.

Having already integrated internal and external data on over 10 million companies, ADP sought a B2B-specific sales intelligence solution with a powerful predictive analytics capability to crunch the data and deliver intuitive recommendations for when and how to approach each account. The software solution would need to:

- Provide comprehensive benefits to DMs across the sales cycle (i.e., account targeting, pre-call planning)
- Integrate both external and internal data, critical for ADP given wealth of data generated by systems
- Be configurable to meet the needs of a variety of ADP sales teams and roles (SMB vs. Enterprise Sales ; inside vs. field sales; Hunter vs. Farmer roles)
- Integrate with salesforce.com, Eloqua and existing DM workflows

## Piloting and Deploying salesPRISM

ADP decided to pilot salesPRISM sales intelligence software from Lattice Engines in its Major Accounts division. Measuring a 4% sales lift within the three-month pilot period, ADP moved to roll-out salesPRISM across the entire division encompassing over 1,000 DMs.

Lattice Engines provided deployment support for the integration of internal and external data sources, the configuration of predictive analytics, testing the salesPRISM tab within salesforce.com, and training field and inside sales teams. In addition, Lattice Engines provided its own proprietary data to help DMs anticipate client opportunities (e.g., an existing ADP

client receiving venture capital funding is eight times more likely to purchase an additional product).

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“Lattice Engines became our strategic partner,” said Miller. “They understand our data and systems. Most importantly, their software helped ADP operationalize predictive analytics. It provides DMs with updated, intuitive recommendations on which accounts to target now, data-driven messaging to help gain access to decision-makers, guidance on which ADP products will appeal most to each account, and even ‘similar selling situations’ so DMs can learn from peer success.”

With salesPRISM reporting, sales managers obtain detailed insight into the behavior, activity and outcomes for each DM. Receiving data-driven, targeted coaching from their managers, DMs gain the confidence to initiate and deepen relationships with buyers and influencers across their accounts and sell the full breadth of the ADP product portfolio.

## Measurable Impact: 52% More Opportunities, 29% Higher Sales Productivity

The impact is measurable. Within one year of deployment, DMs with active salesPRISM usage were generating up to 52% more Opportunities and achieving sales productivity growth of up to 29%. “salesPRISM is a fantastic application,” said Tim Cole, ADP Sales Operations. “It leverages industry best predictive analytics, and it provides DMs a reason to call accounts, with a unique approach that we have never had before.” In addition, salesPRISM has enabled ADP to ramp-up new DMs significantly faster. New DMs are closing their first deals sooner and reaching peak productivity faster. New DMs using salesPRISM generated over 150% more Opportunities and closed deals.

Since the initial deployment in Major Accounts, ADP has expanded salesPRISM to five business units encompassing nearly 2,000 DMs selling to small, medium and national clients.

“Predictive Analytics is an important evolution in the B2B world. By employing sophisticated data-driven analytics, we’ve created a distinct competitive advantage allowing us to anticipate client and prospect needs,” said Miller.

Lattice Engines is the leader in B2B sales intelligence software enabling Fortune 5000 companies to Sell Smarter and achieve a 6-14% increase in sales within one year of deployment through Intelligent Targeting, Contextual Conversations and Measurable Execution.