GONG

# Customer Success Story

outsystems

**AT A GLANCE**

**5%**   Increased
         Close Rates

"Being able to shine the light on why one rep is performing well and why another is struggling is priceless. Without visibility into sales calls, you know that one rep is performing better than another, but you don't know why. Gong helps us answer that question."

**Mike Lambert**
Chief Revenue Officer

## The Company

Founded in 2001, OutSystems is the #1 low code platform for rapid mobile app development.

 They help companies build enterprise-grade mobile apps 6-10 times faster than traditional app development. Mike Lambert - hired in February of 2016 after a $55 million funding round - currently serves as the company's Chief Revenue Officer (CRO), managing a global sales organization of 130 people. This is the story of how Mike and his sales organization increased their close rates 5%, changed the trajectory of a few key deals, and ensured messaging consistency across the entire team using Gong's conversation intelligence platform.

# The Challenge

As sales organizations grow in headcount, the likelihood of sales reps saying the wrong things on calls increases. In other words, the more reps you have, the more difficult it is to ensure everyone is doing and saying the right things (while avoiding things that may damage the sale).

OutSystems was no exception to this problem. As they've grown their sales organization to 130 people around the globe, Mike had no way of ensuring the sales organization was staying on message. He found that many reps were positioning the product in a way that would help them get a quick one-off service-based sale, but crippled the potential of having a long-term customer that would renew after the initial service.

Since there was no insight into what was happening on sales calls, it was also impossible for the sales management team to pinpoint why some reps were struggling, and why others were blowing their numbers away. The only thing they could see is the differences in their numbers. Identifying the causes behind those numbers (or lack thereof) was guesswork.

**Mike needed a way to shine the light on his organization's sales conversations so he could:**

Understand what his top reps were doing so he could replicate that behavior across the rest of the team

Understand what poor performers were doing so that bad habits could be corrected

Ensure the team was positioning and messaging their offerings effectively, in a way that creates long term customers rather than one-time deals

GONG

"As a sales leader, you can't make every sales call or meeting. Gong allows us to review our sales calls on demand for coaching. We can also ensure everyone is staying on message even with a large team like ours."

**Mike Lambert**
Chief Revenue Officer

# The Solution

Having been a previous Gong customer while working for CloudBees, Mike immediately implemented Gong's conversation intelligence platform upon starting his new position at OutSystems. Every Webex call across his 130-person sales organization was now automatically recorded, transcribed, and analyzed so he could get a sense of what was going on and scale their call coaching efforts.

**The first Gong use case Mike had in mind was ensuring messaging consistency across the sales organization (while also ensuring reps were avoiding the messaging and positioning he did not want them using).**

Mike set up alerts to be notified any time a rep used language that reflected the messaging he wanted his team to avoid. This allowed Mike to quickly take corrective coaching action and get his team on the right track.

**On the other side of the same coin, Gong helped Mike shine the light on the exact things reps were doing on calls that were causing them to either do well or poorly.** He was able to pinpoint what his top performers were doing so winning behavior could be replicated across the rest of the team. Sales managers could also diagnose what struggling reps were doing on calls that was causing them to underperform. This helped shift the effectiveness of his entire 130-person sales team.

# Results

Because of the visibility Mike and his sales management team now have into sales conversations, close rates have increased 5%. This is largely due to ensuring messaging consistency across the organization, correcting bad sales habits, and making call coaching time-efficient and scalable.

Mike has also found that he and his sales management team have been able to save key deals by getting visibility into sales conversations. When they hear something troubling on a sales call with a key prospect, they can use that insight to step in and change the trajectory of the deal before it's too late. Without knowing what's happened on these calls, these deals would have slipped through OutSystems' fingers. Mike noted that there were three large deals last quarter alone that were saved and ended up closing due to him and the sales managers being alerted when a deal may be going south.

# About Gong.io

## Gong.io is the #1 conversation intelligence platform for B2B sales teams.

It helps you convert more of your pipeline into closed revenue by shining the light on your sales conversations. Gong automatically records, transcribes, and analyzes every sales call so you can drive sales effectiveness across your team, understand what's working and what's not, and ramp new hires faster by enabling them to replicate top performers.

"When listening to calls in Gong in the last quarter alone, I've come across at least three situations that needed corrective action to save the deal that would have otherwise been lost. Instead, all three of those deals have closed."

**Mike Lambert**
Chief Revenue Officer

# Get Started Today

See how the Outsystmes sales team achieved these results by requesting a Gong demo today

**SEE IT LIVE**