



BLUE ACORN UPDATES **OVER 75%** OF THEIR PIPELINE **USING TROOPS**

Within first month of **Troops**, Blue Acorn brought in nearly **\$1 MILLION** in overdue deals

INDUSTRY	LOCATION	TEAM SIZE
Digital Commerce	Charleston, SC	50 - 100

Salesforce activity was siloed, which meant deals weren't being updated

For Blue Acorn, a leading digital commerce and UX agency, Salesforce was a critical tool that wasn't seeing consistent engagement from reps. The reason was fairly simple - reporting and information was siloed across the team, which meant critical data points that impacted the business weren't being shared, and were largely being missed. In short, the data wasn't transparent and the team wasn't being held accountable to their activity. This led to an inaccurate pipeline and significant time operational overhead spent trying to 'get the data right'.

TAKEAWAYS

Blue Acorn had trouble forecasting their pipeline due to **poor Salesforce adoption**

Their team **loves using Slack**, and integrating **Troops** into where they already worked **improved Salesforce adoption and hygiene** immediately

Integrating the two tools has **resulted in a consistently clean pipeline** maintained with less managerial oversight

“ With Troops, we've seen more accurate data and deal probabilities which has meant better forecasting.

Josh Brinson, Solutions Engineer



Existing attempts to improve adoption weren't working much, either

As a team, Blue Acorn had quickly adopted Slack as the way to communicate internally. The team realized that there was an opportunity to bring the CRM to the place they were all day, rather than try to force-fit adoption elsewhere.

At first, they had tried a combination of other solutions, like Workato and Zapier, that they had hoped would bring key alerts into Slack. However, reps complained that the alerts were inconsistent, which meant they couldn't trust the information. They were also increasingly difficult to manage; existing tools could not keep up with reps whose needs were increasingly more complex and needed to be tailored to them. Still, there was a lot of excitement around bringing key workflows into Slack where reps spent a significant portion of their time.

You have 3 upcoming close dates.

Opportunity (1 of 3): Tavu
Close Date: Sep 29, 2017
Amount: \$50,000
Stage: Qualified
Next Step: Reach out to connection

Do you want to update this opportunity's close date?

Troops automatically pings Blue Acorn reps when deals are set to close or overdue, allowing them to easily confirm or update their forecasts

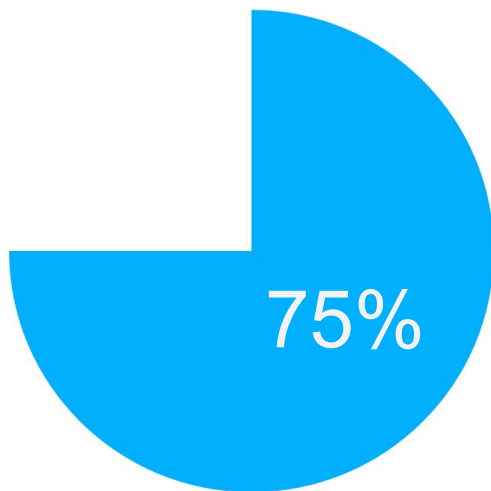
Troops came in at the perfect time

When Blue Acorn first looked at Troops, they immediately saw an opportunity to improve adoption and value of Salesforce. Troops was set up in two key areas: (1) They would automate team reporting in Slack, including pipeline status and real-time critical lead or opportunity changes, and (2) automated pipeline **pings to individual reps when key Salesforce data needed to be updated**. They were excited to adopt Troops not only because it gave them the flexibility of a tool dedicated to working with the nuances of their Salesforce implementation, but also because it allowed them to update Salesforce directly from Slack, which they hoped meant more frequent and meaningful updates.

The results were clear

Blue Acorn saw almost immediate adoption with Troops across the team. By putting Slack at the center of their CRM, managers noticed increased conversation around best practices, more transparency, and better prepared sales reps.

Troops quickly plugged into their entire deal lifecycle, from being alerted to new leads in real-time, to celebrating and generating excitement around wins and discussing how to best learn from losses.



Troops is helping Blue Acorn
**update over 75% of
upcoming deals**

A significant portion of deal updates now runs through Troops. Troops is helping **update over 75% of upcoming deals**, and has helped cleaned up a number of previously overdue and stale deals. By bringing these key ‘flags’ front and center to each rep automatically, and allowing them to easily make edits from Slack, the team feels more confident and productive in sales team meetings.