



HOW **WAYFAIR** USED **AMBITION**
AND **TENFOLD** TO BECOME
MORE PRODUCTIVE,
MORE DATA-DRIVEN,
AND BRING OUT ITS BEST
AS A SALES ORGANIZATION.

“WHEN WE CONVERTED TO SALESFORCE.COM, WE REALIZED THAT OUR UNDERLYING DATA WASN'T NEARLY GOOD ENOUGH TO DO THE THINGS WE NEEDED TO DO.”



FORMER VP SALES JOEL STEVENSON



Profile

- Founded in 2002
- Headquartered in Boston, Massachusetts
- Employees - 5,000 +
- Wayfair is one of the world's largest furniture and home décor providers. They offer more than seven million products, and connect with individual consumers, as well as small and large scale businesses



Solution Adoption

- Tenfold: 740 Users
- Ambition: 160 Users



Results

Tenfold ROI: Maximizing Productivity

- 2,350,837 calls logged
- 71,869 hours of talk time
- 77,227 employee hours saved
- Productivity lift from Tenfold equivalent to 100 additional sales employees over course of one year

Ambition ROI: Maximizing Effectiveness

- 100 percent increase in sales revenue-per-rep.
- 100 percent increase in daily outbound call communication in some teams
- 100 percent alignment on completed sales activities

Why Wayfair Chose Tenfold and Ambition

Modern sales teams live in a data-driven business world. Wayfair needed a team of forensic data scientists to find their sales team's call data and critical sales KPIs, which were buried deep within their phone system. Inaccessible data inhibited their ability to ascertain next steps for growing sales headcount and structuring teams and processes.

Wayfair wanted systems that were compatible with their existing telephony and CRM. They didn't want to sink a significant amount of money into an additional IT investment in order to make a solution work. Therefore, they wanted the solutions that would allow them to capture the most amount of data with the least amount of friction. After moving to Salesforce.com, Wayfair found two tools that would give them that information: Tenfold and Ambition.

Wayfair Awards

Inc 500: #1 Fastest-Growing Online Retailer and Massachusetts Company. Boston Globe: Top Places to Work. Boston Business Journal: Best Places to Work. Gold Stevie Winner: Sales & Customer Service.



User-Friendly Interface

According to former VP Sales Joel Stevenson, Wayfair felt the data purity from Tenfold would be “superior to any alternative because the interface was so much better.”

The rationale - Wayfair’s sales reps liked the user experience with Tenfold the most. And in Wayfair’s experience, the more reps like a system better, and the less intrusive it is to their day, the more likely they are to use it.

“The whole goal of the system is to get reps to use it to ensure the underlying data is in our system.” Stevenson explains.

That goes for managers as well as reps. Travis Huff and Stratton Glaittli both cite exceptional UI as a key value-add for Ambition as well. “We love Ambition at Wayfair. It has given us a highly visible way to drive sales activity and accountability on the sales floor while having fun doing it.” Says Huff.

Glaittli agrees - spotlighting ease-of-use as a critical feature for busy sales managers who need instant on-demand reporting. “Ambition streamlines sales reports with simple, real-time views into daily rep activity. I love the ability to set goals for individual reps with quick, easy ways to view their progression.”

KPI Quality and Visibility

Prior to Tenfold and Ambition, Wayfair lacked good measurement of activity. Former VP Sales Joel Stevenson found it “very hard to drive accountability without metrics and visibility.”

With Tenfold and Ambition in place, those issues are extinct. “Ambition is an amazing tool for sales teams interested in driving the science of sales and closing more business. I love watching our sales reps keep track of the TV feature in Ambition. Everyone knows where everyone else is at and has driven the best of competition on the sales floor that has led to higher sales.” Travis Huff. Director, B2B Sales.

Tenfold and Ambition enabled the move from a more transactional organization to a strategic one, thanks to actionable, visible sales performance analytics and easier ways to establish positive sales culture on Wayfair’s sales floor.

Glaittli credits Ambition with keeping reps accountable toward outbound activity. “We have a large projector over the sales floor that showcases KPI leaders and keeps activity top-of-mind. The ability to set up instant challenges and fantasy competitions has been a game-changer.”

About Ambition

Ambition is a 360° sales management platform built for the millennial sales force. Sync Ambition with any data source and stream real-time performance updates, insights, and alerts to your entire sales organization.

About Tenfold

Tenfold enables businesses to have better customer conversations. Whether you’re talking to prospects or clients, Tenfold places all the relevant information right in front of your reps, in one place and in real-time.

About Wayfair

Wayfair offers a zillion things home. With one of the world’s largest online selections of furniture, home furnishings, décor and goods, including more than seven million products from over 7,000 suppliers, Wayfair helps people find the perfect product at the right price.



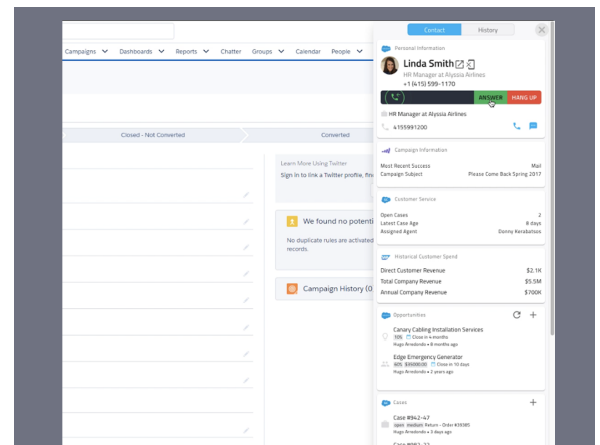
IT-Free Data Integration

Wayfair chose Tenfold and Ambition because both systems enabled them to leverage their existing telephony, access the access metrics to manage teams, and get data in and out of systems without involving IT or building additional engineering resources.

As of September 2017, Tenfold powers all voice communication between Wayfair and its customers. When Wayfair team members want to place a call to a customer, they use the Tenfold system to do that. When a call comes inbound, they use Tenfold to answer.

Each call is automatically logged to Salesforce, with specific details regarding call length, whether the contact was inbound or outbound in its origin, and so forth. Ambition then tracks, quantifies and displays key call metrics on real-time dashboards, public leaderboards, team contests, and TVs that encompass Wayfair's entire B2B sales team.

Tenfold and Ambition have combined to produce a multi-level impact on Wayfair's sales organization. "More effective and productive reps, excellent manager visibility into what's happening on their sales floor, and proactive team coaching," Says Huff.



Travis Huff
Director, B2B Sales

WE NEEDED A GOOD REAL-TIME REPORTING SYSTEM TO TRACK REP SALES ACTIVITIES. WE ALSO WANTED TO DRIVE REP ACCOUNTABILITY TO THEIR PERSONAL METRICS, NOT JUST COMPANY MINIMUMS. **TENFOLD** AND **AMBITION** GIVE US THE ABILITY TO SEE CALL METRICS AND SET SPECIFIC GOALS FOR INDIVIDUAL REPS.