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*Trent Isaacs, Regional Vice President
Solution Sales at Verint*

VALUE REALIZATION REPORT

VERINT.

ValueCloud[®] Provides Launchpad for Verint's Value Journey

Verint's mission to simplify, modernize and automate customer engagement is grounded by the principle that investment in better technology will generate tangible value to your organization and to your customers.

DecisionLink is of the same opinion and through their partnership and the adoption of ValueCloud[®], a self-service, enterprise value management platform, Verint has been able to launch, accelerate and scale their use of value across all of their customer-facing operations.

Trent Isaacs, Regional Vice President Solution Sales at Verint joined the company 13 years ago, when their value practice was rudimentary, largely based around spreadsheet driven time-to-value models. In 2014, Verint decided to undertake a pilot project with a consultancy firm to provide a cloud-based ROI calculator. That pilot did not go well. What they created was more complex and cumbersome—it was inflexible and created assets that required a lot of manipulation before they could be shared externally. This project did not make it beyond its first year, but it helped give Verint and Trent an understanding of what needed to be done.

Fast forward to 2017 and one of Verint's sales leaders introduced the company to DecisionLink and their cloud-based, self-service value management platform, ValueCloud[®]. Together, they kicked off a five-month pilot project. Verint started with a model that covered roughly 50% of the solutions they offered and they began testing it in their selling motions.

"In our first month of having [ValueCloud[®]] live, we closed a deal on the back of a value proposition from it. It was a substantial deal—one of the top ten that year—and the sales leaders got pretty excited about what it could do."

— Trent Isaacs, Regional Vice President Solution Sales at Verint

VERINT

INDUSTRY: Customer Engagement Software

EMPLOYEES: 3,900+

Melville, New York

Key Benefits



Close rates more than doubled



Average discounts decreased by 17%



Value case development time reduced from 8 hours to 45 minutes



Major deal closed in the first month of deployment



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Trent Isaacs, Regional Vice President Solution Sales at Verint

When Trent and his team created the business case to fully invest in ValueCloud®, they knew they needed one cloud-based value management system that would provide consistency across the organization—how metrics are calculated and what each benefit statement means would be the same in every selling scenario. They wanted to take all variability out, so no one would be able to create their own rogue spreadsheets. They knew they needed one single source of truth for all of their value analysis.

Trent decided to benchmark the performance of the DecisionLink solution against the way case studies and business cases had previously been generated.

This, along with a big win in the pilot phase, made it easy to justify moving forward with ValueCloud®.

Scale, Speed and Consistency

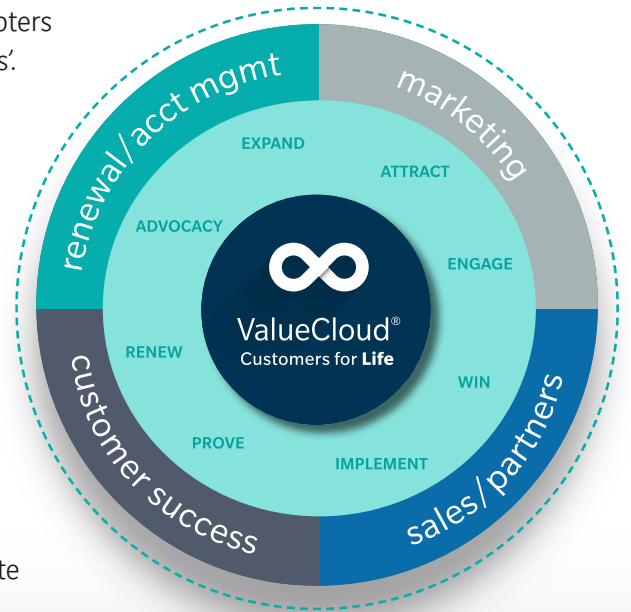
Prior to ValueCloud®, Verint did not have a scalable value practice. The team that did the value analysis was in pre-sales and they were only leveraged for the biggest, most strategic deals. Verint needed to scale and automate the process to drive value further into the sales organization and to ensure there was both discipline and consistency. They recognized that their old method was too cumbersome and labor intensive, which was slowing down selling activity.

Verint took their top ValueCloud® adopters and made them ‘Value Selling Evangelists’.

Meanwhile, they made sure everybody else in pre-sales was competent and confident using the platform.

Over the next 12 months with ValueCloud®, Verint built a more comprehensive model, extending coverage to 80% of their solutions. After DecisionLink released the integration between ValueCloud® and Salesforce, Verint was able to attach value propositions directly to opportunities, and report on them in Salesforce. Verint now had a framework to report, not just how often they used ValueCloud®, but also its impact.

In the first year, Verint built roughly 300 value cases. Prior to that, the close rate sat around 21% across all opportunities in scope. When a value case from ValueCloud® was used in a sales cycle, the close rate was more than double that. And that was only part of the story.



Since then, Verint has been on a maniacal pursuit of attaching value to the selling process. Since their sales kick-off in March 2020, they have been working closely with more customers to quantify and communicate economic value throughout the sales cycle. Trent sees this as an essential quid-pro-quo partnership between them and their customers. Verint carries out the work to create the value model and the customer validates the data to clarify and ensure the correct path to value.

ValueCloud® is also being adopted by Verint to measure sales team performance. Sales leaders can see when a value case has or has not been built. If someone only has 17 of 50 deals in scope with value cases, then the question of why the others do not have them is asked. After all, the higher close rate and lower discounts speak for themselves.

Innovative and Iterative

Trent sees Verint as an early adopter of new features of ValueCloud®. He considers the fact that DecisionLink's vision is aligned with his to be key to the success of the partnership and to Verint's value management journey.

Verint has adopted ValueCloud® in steps, validating the success and value at each stage. They expect to deploy ValueCloud® further throughout the organization, first in other regions and next to their channel partners.

In the long term, Verint sees value selling enabled by ValueCloud® as a fundamental part of their future success. Not just in measuring and articulating value sold or predicted, but also the value realized. Trent sums it all up when he says, ***"If you don't have a good value story around what you're selling, you've got nothing."***

"When we were selling with value, we were seeing close rates in the high forties to low fifties percent. And the impact of discounting was even better news in my opinion. The discount rate was down by 17% compared to the norm. That's a big deal." — Trent Isaacs, Regional Vice President Solution Sales at Verint

Turn Value into an Enterprise-Wide, Strategic Asset



Marketing can attract and engage customers quickly



Sales can position high and differentiate with compelling business cases



Value consultants can scale to meet sales demand



Leadership can accelerate growth by closing bigger deals, faster



Customer success teams can track and prove value achieved



Account managers can improve renewal rates, growing share of wallet

DecisionLink's ValueCloud® is the first and leading solution for enterprise-class customer value management. The ValueCloud® enhances the value of CRM systems by providing the missing link to elevating conversations and shifting relationships from tactical to strategic by providing value insights from initial sales call all the way through to contract renewals. The ValueCloud® turns customer value insights into strategic assets that can be leveraged across the enterprise, from CXO's, to line of business leaders, to Product Managers, to Marketers, to sales & sales support teams, to value managers. DecisionLink is trusted by top enterprise businesses, including Adobe, Caterpillar, CrowdStrike, DocuSign, Marketo, VMWare and more. **For more information, please visit www.decisionlink.com, call 800.670.8301 or engage with us on social media** 