

SimplyDirect Use Case: Kronos Inc.

Company Profile:

Kronos is the global leader in delivering workforce management solutions in the cloud, including industry-specific time and attendance, scheduling, absence management, HR and payroll, hiring, and labor analytics applications. Tens of thousands of organizations in more than 100 countries — including more than half of the Fortune 1000® — use Kronos to control labor costs, minimize compliance risk, and improve workforce productivity.

Kronos sells their workforce management applications and services to large and mid-size companies across a wide range of different industries.

Challenge:

Supporting industry-focused sales teams and selling sophisticated workforce management solutions raises a number of key challenges, including:

- Identifying the workforce management solution decision-makers across the different industry segments where titles and responsibilities can vary greatly.
- Understanding the differing needs and challenges of each industry segment with respect to workforce management.
- Generating high quality leads to pass to sales via each of Kronos's Vertical Demand Programs.
- Contacting and engaging the identified senior executives.
- Obtaining commitment to rapid sales follow-up for well qualified leads.

Solution:

- Starting with a vertical target account lists provided by the Kronos marketing team, SimplyDIRECT develops a verified contact database of senior-level executives with responsibility for workforce management system investments.
- Through its Gatepoint Research subsidiary, SimplyDIRECT invites executives on the contact list to participate in a survey about workforce management challenges and practices in their industry. Survey questions are developed jointly between SimplyDIRECT and the Kronos marketing team.
- Starting with pre-qualified lists, the number of survey respondents with senior-level positions (Director-level and above) is very high. In a recent survey of dining industry executives 90% were at Director-level and above; 44% were VPs or CXOs.
- The surveys provide significant insight into the critical workforce management issues faced by the company's prospects in each vertical. Respondents are asked how they would like to be contacted by the survey sponsor, giving permission for Kronos to follow-up immediately with additional information.
- Kronos uses the SimplyDIRECT Eloqua plug-in to pass lead details directly into their marketing automation system and hence, their CRM system. Plus, survey responses are available immediately through the SimplyDIRECT portal. Sales can use the intelligence gathered to customize their response to each lead. In addition, key survey questions are designed to identify prospects with pressing needs. With sales approval, prospects who answer these questions appropriately are fast-tracked to sales for immediate follow-up, without further qualification.

Results:

- Detailed survey results graphically demonstrate the target accounts' key challenges with respect to workforce management for their industry. Understanding the industry challenges allows sales to better

position Kronos's workforce management solutions and also provides marketing relevant information for online content and for marketing communications and PR.

- Undertaking frequent surveys allows Kronos to take the pulse of their target accounts periodically and to steadily refine their survey questions. Questions become increasingly "on-target" to identify currently pressing issues, allowing the company to act fast and act first to engage with prospects and offer relevant solutions.
- The importance of the survey findings means that summary "Pulse Reports" contain compelling content that can be used to engage target account prospects who were not initially survey participants.
- Obtaining pre-approval from sales to fast-track prospects based on their response to key questions enables the response time to be shortened significantly. This leads to faster pipeline recognition and an improved conversion rates.

Benefits:

- Targeted industry-account database information containing verified contact details of senior-level executives responsible for workforce management system decisions.
- Both industry and account level information about the latest challenges and issues with respect to workforce management.
- A steady stream of well qualified leads, a portion of which can be acted-on immediately, driving pipeline volume and momentum. The proportion of Marketing generated leads that have converted to qualified leads, at 11%, is above "best practice". To-date the program has resulted in an estimated \$3.8 million in pipeline opportunities.
- The summary Pulse Report provides excellent content for lead nurturing, sales follow-up and for branding purposes via (e.g.) press releases.

Pulse report: This following Pulse Report demonstrates the results of a survey of Dining industry executives sponsored by Kronos (click graphic below to download). The findings of the survey were also publicized at MURTEC 2013, the annual multi-unit restaurant technology conference held in Las Vegas ([click here for press release](#)).

