

S1'20 INSIGHTS FOR A BETTER S2'20

Ben, here you have feedback regarding the first half of the year of Castledex sales operation and some tips that you might apply in this second half to boost even more your operation productivity.

Here are the results of your team:

Productivity Score Overview

Your S01'20 was composed of high speed and high conversion rates, however, the average of activities done and the average purchase value suffered a decrease compared to the same period in the previous year.

We will together analyze these indicators, reflect on the effects, and set up strategies that can be used:

Speed

Average Win Cycle

Target: 28 days

Semester average: 13.05 days

In the same period last year (June 2019) the Average Win Cycle was 17.14 days, while only in the last month (June 2020) it reached 5.31 days, maintaining the decline started in December 2019.

Taking the configured target into account, the speed change is significant, which can lead to an important reflection:

How favorable has the increased speed been for the quality and reliability of the sales process?

We will analyze the other indicators so that this question can be answered.

Quality

Average Purchase Value

Target: \$ 30,000.00

Semester average: \$10.009,76

Average Done Activities

Target: 12

Semester average: 2.78

The average value has also changed in relation to the target. While in June 2019 the average was \$24,452.26, in the last month (June 2020) it was \$ 4,507.42.

In general, sales with high average value tend to have a relatively long average sales time, the opposite is common as well.

Naturally, as the value and average time of the process reduce, activities are reduced too.

Even so, there are strategies that can be adopted to bring the indicator closer to the target, e.g., the application of a Challenge using the Most Activities Done On-Time template.

If you notice that this data may continue in the long term due to some market change, it may be necessary to update the configured targets.

Dependability

Conversion Win Rate

Target: 30%

Semester average: 49,10%

Unlike the other indicators, in the first half of 2020, the average of conversions was high, in June 2019 the average was 60.47%, however, in June 2020 there was a drop, reaching an average of 45.23%.

Note the reason for this sudden decrease. Creating a Quest using the Focus on Sales template can be a good strategy to reconnect the target average.

Average Time for Rotten Deals

This indicator does not have enough data, to activate it, it is necessary to configure the use of this functionality in Pipedrive, so you have access to the complete Productivity Score.

Productivity Score of Teams

With the analysis of the productivity data of each team (Commercial & Sales Support) it is possible to understand the reach of each team on the overall productivity:

Average Win Cycle

Commercial → 14.75

Sales Support → 3.82

Average Purchase Value

Commercial → \$13,504.00

Sales Support → \$1,100.98

Average Done Activities

Commercial → 2.47

Sales Support → 1.44

Conversion Win Rate

Commercial → 33.79%

Sales Support → 54.33%

Although it is still far from the target, the sales team obtained favorable indicators for the sales operation compared to the support team.

Knowing that each team works with a specific dynamic, we understand that it may be necessary to create a specific gamification area for each team.

In this way, you will be able to set targets suitable for the reality of each team, and thus monitor their productivity.

Count on us for data migration, questions, and all the help you need for this configuration.

Culture Highlights

We can not fail to mention the leaderboard here, after all in this feature you find the best of the entire operation. So, let the drums roll ...

The high performers of the semester

Here, let's pay special attention to **Eunice**, okay?

She was in the TOP 3 twice this year, going to 1st place in June and still reaching the highest score of the semester.

This is the embodiment of a productive culture that multiplies high performance in the team.

Be sure to recognize it, publicly or privately, choose the way that you consider the best for it.

An email shared with colleagues congratulating this performance can be a good idea. What do you think?

Another highlight of the semester that we need to value is the performance of Jemma Tuimavave:

During the semester she was 4 times in the TOP 3, all the times in 2nd place.

Jemma has reached all levels of achievements:

Dynamo - Made 10 sales in a little time.

The Flash - Made a sale that is between 46 and 60% faster than the Average Win Cycle.

Successful plans - Completed 348.0 activities on time.

These achievements, in addition to encouraging good practices in the sales process, signal to the manager the focus of the player in their daily lives.

Since the beginning of the semester until now, changes in Jemma's indicators have not been so favorable. Check it out:

Average Win Cycle: from 48.21 days in January to 6.94 days in June ↓

Average Purchase Value: from \$ 21,856.57 in January to \$ 9,152.66 in June ↓

Average Activities Done: from 6.38 in January to 3.78 in June ↓

Conversion Win Rate: from 45.83% in January to 46.34% in June ↑

While not a cause for concern, it is always worthwhile to track these changes through the Insights Generator; in cases like this, feedback and a Custom Quest can help prevent or recover from falling results.

Still, Jemma's performance this semester is valuable; congratulate her, and if possible, challenge her to the top of the podium so that she also gets first place.

Tips for more engagement

The more engaged the team is with Gamifier, the more active the game will be, and the greater the effect of the productive culture on the results. Encourage the whole team whenever you can.

Of the 12 players invited to play, 11 activated their accounts.

The only player who still doesn't like the platform is **Barbara Kruger**, we suggest that she activate the account so she can also enjoy the achievements of Castledex with Gamifier.

Take the opportunity to encourage the entry of each player at least once a day so that they can follow the game and achievements closely.

A good alternative for this monitoring is the use of the Mobile App. Despite the account activated, **Rommel Espino**, **David Fowler**, and **Shell Leeder** have not installed it yet.

Shell Leader is a new member of the team, right? You can apply the Quest template "[Rump-up for a New Player](#)" to contribute with the start of the results. What do you think?

A special invitation

We are proud to contribute to Castledex's productivity, just as we thank you for trusting in our goal.

We would like to invite Castledex highlights to be part of one of our blog posts in a brief interview sharing about the effects of Gamifier on your results and well-being.

Would you accept that? If so, who do you suggest sharing this experience?

**You can always share your sales ideas and needs with us.
We will be happy to hear your comments and help you whenever you need it.**

Greetings from the entire Gamifier team