

True North

Digital Adoption and Performance Platform

Built for:
Managers
Coaches
Sales Operations
Admins

Identify & Manage KPI Aligned Behaviors to Drive Performance

Increase opportunities win rates by as much as **20%**

Reduction of 10% in customer churn and a
15% increase in renewals rates

Visit Us on the Web:
<https://truenorthdapp.com>

True North True North Performance Dashboard Team Metrics Analyzer KPI Scorecards KPI Profiles Dashboards More

Team Overall Scores (Last Month)

KPI User	Overall Period Score	Score Period	Opportunity Mgmt	Lead Mgmt Category	Activity Mgmt Category	Account Mgmt Category	KPI Profile
Brown, Aliya	2.71	5/31/2022	1.00	No Metrics Selected	3.00	3.00	*Increase Renewals
Chung, Kei	2.57	5/31/2022	2.00	No Metrics Selected	2.00	3.00	*Increase Renewals
Summers, Diane	2.28	5/31/2022	1.00	No Metrics Selected	2.50	2.50	*Increase Renewals
Davis, Serena	2.28	5/31/2022	2.00	No Metrics Selected	2.00	2.50	*Increase Renewals
Maya, Katrina	2.14	5/31/2022	2.00	No Metrics Selected	2.50	2.00	*Increase Renewals
Wilson, Jason	2.14	5/31/2022	1.00	No Metrics Selected	3.00	2.00	*Increase Renewals
Lopez, Mariana	2.14	5/31/2022	3.00	No Metrics Selected	2.00	2.00	*Increase Renewals
Coluso, Michael	2.14	5/31/2022	3.00	No Metrics Selected	2.00	2.00	*Increase Renewals
Estaban, Diana	2.14	5/31/2022	1.00	No Metrics Selected	3.00	2.00	*Increase Renewals
Collins, Fenn	2.00	5/31/2022	3.00	No Metrics Selected	1.50	2.00	*Increase Renewals
Benton, John	1.57	5/31/2022	2.00	No Metrics Selected	1.50	1.50	*Increase Renewals
Crane, Alex	1.42	5/31/2022	2.00	No Metrics Selected	2.00	1.00	*Increase Renewals
Garcia, Antonio	1.42	5/31/2022	1.00	No Metrics Selected	2.50	1.00	*Increase Renewals

View Report (Team Overall Scores (Last Month))

Adoption & Performance Visualized

Identify performance across core categories and 40 individual and customizable behavior metrics with the Performance Leaderboard

No Sales Ops Team? No Problem

True North was built to help managers and coaches gain behavioral insights without needing of a full analytics team.

Customizable by User Role (all of them !)

Define and measure users against unlimited customized KPI aligned performance profiles

KPI Scorecard KPI-00406

KPI Scorecard KPI-00406

User Kei Chung

Active ☒

Overall Period Score 2.48

Score Period 5/31/2022

KPI Profile *Increase Renewals

Critical

Accounts without Recent Activity # 0

Average Touchpoints per Account 2.6

High

Calls Completed # 43

Meetings Logged # 3

Moderate

Win % All Opportunities 50%

Win % Renewals 55%

True North True North Performance Dashboard Team Metrics Analyzer KPI Scorecards KPI Profiles KPI Metrics Dashboards Reports More

Team Metrics Analyzer

KPI Category: All Categories KPI Profile: *Increase Renewals Rule: All Roles Score Period: From: mm/dd/yyyy To: mm/dd/yyyy

***Increase Renewals**

KPI User	Win % All Opportunities	Win % Renewals
Team Average	45%	60%
Team Median	55%	63%
Summers, Diane	44%	52%
Maya, Katrina	54%	63%
Garcia, Antonio	0%	67%
Fox, Carl	82%	100%
Estaban, Diana	0%	0%
Brown, Aliya	33%	42%
Benton, John	57%	68%

***Increase Renewals**

KPI User	Calls Completed #	Emails Logged #	Meetings Logged #
Team Average	36	0	3
Team Median	40	0	3
Summers, Diane	51	0	4
Maya, Katrina	56	0	4

Insights, Insights, Insights

How your individual users benchmark against the team averages and medians

- 12 Prebuilt Profiles (+ unlimited)
- 40+ Behavioral Metrics (+ unlimited)
- 100% Native Salesforce tool
- Fully Customizable
- Based on 160,000 Hours of Adoption Excellence

KPI Scorecard KPI-00405

Katrina Maya

Average Median

KPI Profile: All Profiles

Score Period: From: mm/dd/yyyy To: mm/dd/yyyy

Opportunity Management

Metric	User	Team	User vs Team	# Scorecards
Win % All Opportunities	64%	45%	141%	1
Win % Renewals	63%	60%	105%	1

Activity Management

Metric	User	Team	User vs Team	# Scorecards
Calls Completed #	58	35,625	163%	1
Emails Logged #	-	0	Not Measured	0
Meetings Logged #	4	3,167	126%	1

Account Management

Metric	User	Team	User vs Team	# Scorecards