

Xfactor.io's Value Solution Helps Accruent Enhance Customer Engagement and Drive Conversations with Quantifiable ROI



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Company:  ACCRUENT
Employees: 1,000+
Industry: Workplace & Asset Management Software

Introduction

In today's competitive market, organizations need to ensure they are delivering value at every stage of the sales process. Accruent, the world's leading provider of workplace and asset management software for unifying the built environment, recognized this imperative and partnered with Xfactor.io to put the value they offer their customers front and center in every conversation. This case study explores how this partnership has transformed Accruent's approach to sales and the remarkable results achieved.

Unique Value Proposition

Consistent Value Proposition with ValueCloud:

Pete Mansel, Chief Sales Officer at Accruent, shared the following insight, "Our approach to articulating value to prospects was in dire need of an overhaul. The inconsistency and labor-intensive nature of manual spreadsheets were hindering our sales confidence and efficiency. With the adoption of Xfactor.io, we revolutionized our value communication, providing our sales and solution consulting teams with a consistent, credible, and clear-cut value narrative. This strategic move has not only bolstered their confidence but has also allowed us to gain customer consensus on the value and ROI our solutions provide."

Accruent was facing a common challenge in the B2B sector: ensuring that their sales teams could consistently communicate and deliver value to prospective clients. Despite having a strong product offering, the complexity of solutions often made it difficult to clearly articulate the tangible benefits to potential customers. This challenge was impacting the efficiency of their sales process and, ultimately, their bookings growth.

Partnership with Xfactor.io

To address these challenges, Accruent partnered with Xfactor.io, a leading provider of value selling solutions. Xfactor.io's Value Solution enables businesses to build and present compelling value propositions at scale, empowering sales teams to effectively demonstrate the ROI of their products and services.

Implementation

The collaboration between Accruent and Xfactor.io focused on integrating Xfactor.io's Value Solution into Accruent's existing sales processes. Key steps in the implementation included:

- **Assessment and Customization:** Xfactor.io conducted a thorough assessment of Accruent's sales process and tailored their Platform to meet the specific needs of Accruent's diverse product offerings.
- **Training and Enablement:** Comprehensive training programs were conducted for Accruent's sales and solution consulting teams, ensuring they were proficient in using the Xfactor.io Platform to build and present value propositions.
- **Continuous Support:** Xfactor.io provided ongoing support and optimization to ensure the platform was delivering maximum value. This included regular reviews and updates to align with market changes and feedback from the sales teams.

Results Achieved

By integrating Xfactor.io's Value Solution, Accruent saw their average selling price rise **33%**. Additionally, the cross-sell win rate improved by **65%** and they reduced the time required to close new logo deals by **23%**.

Additional key outcomes include:

- **Enhanced Sales Efficiency:** Sales teams are now equipped with the tools and knowledge to quickly and effectively build business value cases. This has reduced the time required to close deals and increased the overall efficiency of the sales process.
- **Improved Customer Engagement:** The ability to clearly articulate the ROI of their solutions has led to more meaningful and impactful conversations with potential customers. This has improved customer engagement and satisfaction.
- **Increased Bookings Growth:** By putting value at the center of every conversation, Accruent has seen a notable increase in bookings. The improved ability to demonstrate value has helped in closing larger deals and securing long-term customer relationships.

Additional Testimonial

“Partnering with Xfactor.io has been a game-changer for us. Their platform has enabled our sales teams to communicate the value of our solutions more effectively, leading to better customer engagement and significant growth in our bookings. The support and expertise provided by Xfactor.io have been invaluable in transforming our sales approach.”

— Chris Tsangarides, Manager of Solution Consulting & Value Consulting at Accruent

Conclusion

The collaboration between Accruent and Xfactor.io exemplifies the transformative power of focusing on value in the sales process. By leveraging Xfactor.io's innovative platform, Accruent has successfully enhanced their sales efficiency, improved customer engagement, and achieved substantial bookings growth. This case study underscores the importance of a value-centric approach in today's competitive market and highlights the benefits of strategic partnerships in achieving business success.

Disclaimer: The results and performance referenced in this case study are based on Accruent's specific experience and circumstances. Actual results may vary based on individual business needs, market conditions, and other factors. The information provided is for illustrative purposes only and should not be considered a promise or guarantee of performance.