the starr conspiracy

Custom Web Application: Equip Your Sales Team with a **Secret Weapon**

# Harness Technology to **Drive Sales Conversions**

Every Touch Point Matters

Whether it's a website, a Lightpaper®, or an online sales tool, technology is integral to the buyer's experience. Every point of interaction with your buyer is an opportunity to bolster your brand, deliver value, and help your buyer see your company as a thought leader and the perfect match for their needs.

In fact, the most innovative brands are beginning to rethink digital experiences in not just the marketing process, but the sales process, as well. Sales leaders are realizing technology opens up new possibilities for capturing data and captivating customers with real-time, personalized business insights that provide unique value catered directly to the prospect.

Of course, adding more digital touch points can seem daunting. We all know just how valuable your buyer's time and attention are, and how damaging poor user experiences and unimpressive technology can be to their impression of your brand. That's why it's important to do it right. This is not the kind of thing you outsource to development factories that just churn out a bunch of template-based websites. No, you need every part of the functionality, design, and content to be strategically aligned to your audience, your sales approach, your industry, and your brand. When that happens, you don't just have a nifty sales tool — you have a secret weapon that puts your sales team and brand light-years beyond the competition.

Keep reading to learn how we revolutionized one client's sales conversion rates by developing a custom benchmarking app from scratch. You'll be glad you did.
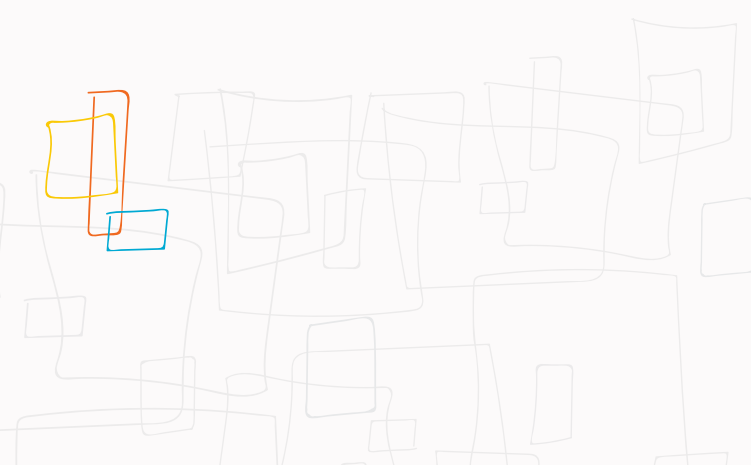
THE PROBLEM

Building an App with Unprecedented Insights

A leading HR software and services provider with over 500 sales representatives needed a benchmarking app to help engage prospects and increase conversions. They wanted a native iOS application sales representatives could use in the field to show small-business owners how they compare against industry standards. The app would allow the sales reps to enter prospect information and generate real-time benchmarking insights and reports tailored specifically to their industry and region. In addition to handling complex calculations and generating valuable data, this custom application needed to be user-friendly and visually compelling to engage the prospect and support the company's reputation as a market-leading, tech-forward brand.

It was also critical to ensure internal adoption. In the past, the HR software and solutions provider had built other company applications that were quickly abandoned because of issues with the user experience and rollout process. The company had rarely outsourced development work and had robust global internal IT policies that posed challenges to working with an outside agency.

Nevertheless, they knew they needed a partner with unique insight into the HCM industry, buyers, and sales processes, and decided to bring in The Starr Conspiracy.

THE SOLUTION

A Secret Weapon

Rather than a native application, The Starr Conspiracy knew what the company really needed was a web application with a native wrapper (don't worry, we'll explain). The web application would allow the company to make updates more easily and enable sales reps to use the tool on desktop computers rather than just iPads. The native wrapper would give the web application a layer of code to make it look and feel exactly the same as a normal app — so they'd still be able to meet their goals for a great user experience. We built this technology using our six-phase process that covers everything from aligning on strategy to measuring results.

HERE'S WHAT WE DID:

STRATEGY

RESEARCH

MEASUREMENT

DEVELOPMENT

ACTIVATION

VALIDATION

Strategy: We took the company through a robust strategy phase to uncover all questions and use cases that needed to be addressed before the work began. This phase included mapping the disparate sources of data and calculations the app would need to perform. We also met with the sales team, took a product demo, and identified user personas and journeys to get a complete sense of how people would engage with the app.

Research: We performed a literature review of sales materials, brand assets, and the company's other applications and products, so we could align the app's creative and content with brand guidelines. We also performed a tech discovery to understand hardware capabilities and needs.

Development: Our team of writers and creative directors developed content and design for every screen and state within the application, including data visualizations and animations. Then, our in-house web development team built the code, providing strategic guidance and technical expertise to overcome roadblocks and create custom workarounds.

Validation: We worked with multiple stakeholders from the HCM provider's internal business marketing team, IT teams, and top sales leaders to validate the project. Members of the company's upper-management team responded very positively, calling the app a "game changer."

Activation: The beta version was presented at their company-wide sales convention where users were able to get hands-on demonstrations, with the full launch two months later. The company joined forces with us again six months later to learn from the tool's performance and develop the second phase of the project to optimize the app.

Measurement: The HCM provider measured conversion increases from sales meetings and user engagement. This is where it really gets good.

THE RESULTS

Meeting Conversions Skyrocketed

The benchmarking app proved to be a priceless tool for the HCM company's sales representatives. With use of this web app, sales meeting conversions increased by 49 percent. Imagine that — just by using a stress-free, user-friendly app, your sales team could whip out business-specific insights and make prospects significantly more likely to say "yes" to another meeting. That's power.

49%

49% increase in sales meeting conversions
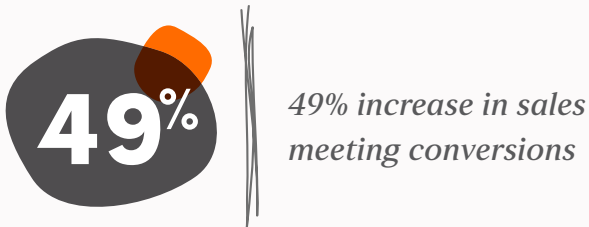
The app met each of the company's goals for the project, too. Not only were sales reps able to walk the prospect through a highly engaging and visually compelling experience, but they were also able to provide the prospect real-time benchmarking data according to their industry and region, and help them gauge their business against competitors. The app helped the company bolster its

recognition as an industry leader and provide incredible value to prospects by understanding their unique challenges and equipping them with expert guidance.

Don't Take It From Us — Here's What Our Client Had to Say:

We're proud to have kept a consistent **100 NPS throughout every phase of the project.** Here's a glimpse of some of the company's feedback from their director of sales operations:

"You always go above and beyond to help us make our tool the best it can be. I appreciate your expertise and trust you completely. I can tell everyone at The Starr Conspiracy takes great pride in their work, and I am so thankful we found a partner who values the quality of their work as much as we do!"

Want to **Build an App** Together?

Choose the Tech Team with Industry Insights

Is there a website, application, or Lightpaper® in your future? Don't risk it with other marketing or development firms that don't understand your buyer, your industry, and your need to exceed all expectations for what HCM sales and marketing technology can be. We're a full-service digital agency, and we're ready to work with you on your next big project.

LET'S TALK

About The Starr Conspiracy

The Starr Conspiracy is an integrated business-to-business marketing agency that helps HCM industry innovators propel brand awareness, drive leads, and eat market share like nobody's business. We're not your typical agency — we meld digital advertising, brand innovation, and industry insights to change categories, industries, and — yes — even the entire notion of B2B marketing as we know it. Revolutionaries hell-bent on shaking things up are welcome. Conformists, please stay home (you'll hate working with us, anyway).