



▶ Case Study

▶ Chipr, a prominent home services provider, markets primarily to consumers, offering a range of solutions including fiber/mobile telecom services, alarm systems, and solar energy. As their field team grew, Chipr faced significant challenges in maintaining performance standards and in achieving a targeted 6% close rate in their territories.

A previous solution had inaccurate data and frequent service interruptions severely hampered their ability to gain visibility into field operations, limiting their capacity to coach and scale their teams effectively.



Salt Lake City, UT



Telecom/Home Solutions



B2C



chipr.com

▶ The Challenge

Lack of Visibility & Productivity

Prior to adopting SPOTIO, Chipr faced two key challenges:

- ▶ Accurately measuring their growing field team's performance
- ▶ Maintaining productivity to meet close rate targets.

Issues with inaccurate data capture and service interruptions from a previous vendor caused visibility problems, hindering effective team coaching and stalling growth and performance.

▶ The Solution

Reliable Data for Field Management

SPOTIO emerged as the ideal solution to Chipr's challenges. SPOTIO's stable and reliable platform ensured accurate data capture, providing Chipr with deeper insights into territory performance than ever before. This robust data allowed Chipr to closely manage and monitor field operations, laying the foundation for strategic improvements.

“ Being able to closely manage and monitor our leads is extremely important and valuable to us... ever since we've switched to SPOTIO, it's been the best decision the company has ever made.

– Tanner Bradshaw, Director of Operations, Chipr

▶ Game-Changing Results

With SPOTIO's support, Chipr was able to access detailed data on door-to-door (D2D) activities. This wealth of information empowered their management team to work closely with SPOTIO's success team, developing and implementing new strategies to enhance field performance and productivity. These strategies were tailored to address the specific needs and challenges faced by Chipr, ensuring a targeted approach to process improvement.

The implementation of SPOTIO's platform had a transformative effect on Chipr's operations. Key outcomes included:

- ▶ **Enhanced Visibility and Process Improvement:** SPOTIO's reliable data capture allowed Chipr to gain unprecedented visibility into their field operations, leading to significant process improvements. This deeper visibility facilitated better decision making and more effective coaching for their teams.
- ▶ **Increased Efficiency and Productivity:** With accurate data and actionable insights, Chipr was able to streamline their operations, resulting in notable efficiency gains. The field teams could operate more effectively, leading to an increase in productivity.
- ▶ **Strengthened Carrier Relationships:** By consistently meeting and exceeding their performance targets, Chipr was able to maintain and expand their relationships with telecom carriers. This stability and growth were crucial for their business success.

▶ Driving Operational Excellence

SPOTIO played a pivotal role in transforming Chipr's field operations. By providing a stable platform for accurate data capture and deep insights, SPOTIO enabled Chipr to improve processes, increase efficiency, and maintain strong carrier relationships. The collaboration between Chipr and SPOTIO stands as a testament to the power of reliable data and strategic partnership in driving business success.

▶ About SPOTIO

SPOTIO is the premier field sales engagement platform designed specifically for field sales teams to increase pipeline growth, enhance productivity, and close more deals. SPOTIO centralizes field sales activities, offering organizations critical insights and visibility to drive revenue. Serving thousands of customers globally, SPOTIO is committed to propelling field sales teams to new heights.