

Appier Powers Up its Global Sales Force with Analytics-Driven Sales Enablement

Growing Beyond Scale

As a leader in AI-driven marketing solutions, Appier's growth has been as exponential as that of artificial intelligence itself. Started in 2014 with only 20 employees, the company boasts of more than 300 globally located employees today. More than 1,000 businesses around the world rely on Appier's cross-screen AI technology, including global brands like Audi, Minute Maid, and Estee Lauder.

"We needed a tool to help our ever-growing sales teams, across all the different markets that we serve," says Sean Chu, Chief Strategy Officer. "We wanted to enable them with the latest knowledge and information about our products and about our company."

Why MindTickle?

In selecting a sales enablement solution, two considerations were paramount for Appier: flexibility and simplicity. Thus, the company chose MindTickle's analytics-driven platform. "The platform is very flexible; easy to tailor to the different needs we have across various teams, from both a content provider's and a learner's perspective, it's also quite simple to use – especially with its very powerful mobile platform." says Sandy Tsai, Senior Manager at Appier.

MindTickle's implementation was completed in less than a month, and Appier laid the organizational groundwork carefully. "We discussed the goals with all of the stakeholders, including the content creators," says Sean. "We needed to organize and structure the content and find the right people to help us design the content. We also coordinated carefully with the sales leaders so they could convey this new direction to the reps."

ABOUT APPIER

- Global provider of AI-powered marketing automation software.
- Serves over 1,000 brands and agencies from offices in 14 markets across Asia.
- Launched in 2012.
- Founded in Taipei, Taiwan.

PROBLEM

- Fast-growing sales teams needed just-in-time training and frequent knowledge updates.
- Geographically distributed teams were working in different time zones.
- Monitoring enablement without analytics was becoming increasingly difficult.

SOLUTION

Analytics-driven sales enablement platform from MindTickle.

BENEFITS

- Enabled reps to hone their sales skills and quickly understand new product technologies.
- Provided a cost-effective alternative that allowed sales reps to learn at their own pace.
- Expanded enablement rapidly to include training for account managers.

"Without MindTickle, we'd have to send trainers to every location in order to prepare our local sales teams, which would not only be time-consuming but also very expensive."



– Sean Chu, Chief Strategy Officer, Appier



An Alternative to In-person Training

Appier leveraged MindTickle initially for new hire orientation, as well as a five-part training series on basic sales skills, the company's sales process, and sales best practices. MindTickle also enabled periodic updates to keep reps informed about the latest product technologies. Appier quickly rolled out the solution to more than 90 users and 25 content creators.

Strong messaging from management underscored the importance of the initiative and drove adoption. "We evaluate overall participation, completion rates and the scores for each team, and then we share the analysis in a monthly business review with all the top-tier managers, including the sales leads," Sandy reports. A benchmark of 75 percent completion in consuming content is a must for all teams. The current average completion rate per team is higher than 90 percent, with some teams above 95 percent. "In the first phase we pushed the completion rate, but as of this quarter we are also pushing to raise scores," says Sandy.

"MindTickle opened the door to significant cost savings for Appier's global sales operations," Sean adds. "If we were not using this platform to complete all this training, we'd probably need to send people to each country and each local sales team. It would be hugely time-consuming and much costlier."

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– Sean Chu, Chief Strategy Officer, Appier

Expanding Beyond Sales

Appier quickly realized that the value of the platform extended even further beyond the sales organization. "With our initial success with our sales team, we decided to expand the training program to our Account Managers. We're looking into expanding into some other divisions within the company as well," Sean reports.

"Our experience with MindTickle has been quite spectacular. Another key word I'd use here is smooth – extremely smooth. I feel that the team at MindTickle is really thinking about our company and how to drive the process forward. Every step of the way they've managed the project itself professionally, while also helping us over any hurdles. They've helped us to make this a very successful enablement platform for our company."

