A Case study on how Leadsquared Goals Product helped upGrad improve sales performance monitoring using well-structured configuration process

Leadsquared’s Goals product. It helped them define, measure, and improve numerous metrics that impact the curriculum, strong mentorship, and placement support, upGrad has established its position as the leader in the program completion rate, a robust tech platform, an outcome-based learning approach, industry-relevant Science, Technology, Management and Law, to students, working professionals and enterprises. With an 85%

Challenges faced by upGrad

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As quoted by Vertical Head at upGrad, "We were getting disorganised and across multiple teams. It required us to create processes, setting up weekly sales target, dealing with the number of counselled calls made with customers. After the introduction, we were able to define goals for field sessions using team achievements and performance. This centralised system provided visibility to our regions and across teams. We also had a personal quota for each team at upGrad."

Step 1: Define Goals

Step 2: Create Rules

Step 3: Monitor Performance

We will talk about following in detail in the case study.

Goals for upGrad

Enhanced efficacy by employing faster and more efficient processes. This is because they are now provided with the needed overview of Leadquared's systems and processes, making it easier for management to keep track of the leads. Leadsquared’s Goals helped teams set up a target to measure the number of counselled calls made with customers. After the introduction, they were able to define goals for field sessions using team achievements and performance. This centralised system provided visibility to our regions and across teams. We also had a personal quota for each team at upGrad."

Finally, with our Achievement module, managers can access these same insights and produce a detailed view of Leadquared’s systems and processes. They can also set up performance targets and monitor their progress. This module also helps in managing multiple teams at once, allowing managers to monitor the performance of teams’ members. The system provides visibility to the call connection and call duration, and authenticity of the call itself.

Goals across Hierarchy

A simple and easy-to-view interface helps employees experience easier decision-making. They can monitor their performance charts and view detailed information on their targets. Their boss can see in a quick glance which teams and individuals are performing better. They can also set up rules that enable their team members to update goals to individuals or teams, and see different charts for different business units, and even across teams.

Leads

Leadsquared's Goals help improve critical business metrics by empowering sales leaders to set clear objectives for their sales teams and equipping them with psychological tools to keep them motivated to accomplish their goals till the last minute. Finally, with our Achievement module, managers can access these same insights and produce a detailed view of Leadquared's systems and processes. They can also set up performance targets and monitor their progress. This module also helps in managing multiple teams at once, allowing managers to monitor the performance of teams’ members. The system provides visibility to the call connection and call duration, and authenticity of the call itself.

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We can see that our unique approach can help us in improving our sales performance.

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Questions

Demand for leads

Want to know more?

Find out how Goals can help your organisation

Request a demo