



LogMeIn

Boston, Massachusetts

www.logmein.com

Challenges

-  Logistics of global teams traveling for training
-  Lost sales productivity during training
-  Lack of point-in-time feedback

LogMeIn Scales and Evolves Global Sales Training with Allego

Mobile Video Sales Training Streamlines Processes and Preserves Best Practices

Consistency in messaging and sharing of best practices among members of the sales organization are key in any company, but exponentially more so for distributed, global organizations. Ensuring that newly hired team members are proficient becomes a greater challenge with the depth and complexity of the product line. These were the challenges faced by LogMeIn when they sought a solution for evolving the onboarding and new hire certification processes for their global sales team.

LogMeIn, a global application software company headquartered in Boston, services over two million customers and millions of free users worldwide and offers a deep portfolio of software solutions used in virtually every country around the globe. For LogMeIn, ensuring that their salespeople are on-point with corporate messaging as well as proficient and certified with their products is critical.

The Need for an Improved Solution

Being able to improve the scope and scale of sales training was the task at hand when LogMeIn engaged Allego seeking an alternative for their roughly 250 participants. LogMeIn's existing processes required that new hires take in-person, instructor-led training courses. This proved to be a pain point for corporate admins, as graders for these sessions were a combination of managers and executives and they needed to be sensitive to their scheduling commitments. For the sales staff themselves, this meant lost time and thus lost sales productivity.

Once underway, trainees would participate in stand-up role plays in front of more senior team members. Feedback on a trainee's performance was summarized and communicated to participants individually at the completion of training. The culmination of these sessions was therefore not only episodic but also felt "analog", according to Jonas Master, Senior Manager of Global Sales Training, as there wasn't a means of disseminating constructive feedback to a larger audience.

As LogMeIn grew, the sales training team wanted to find a way to allow employees to get more value out of training asynchronously, allowing participants to access content at will, including for just-in-time scenarios. They also sought a means of

preserving best practices that could be shared repeatedly throughout the organization and not just in the moment they occurred during role play to a small team.

Allego “Gets It”

Millennials make up a large portion of LogMeIn’s frontline sales force, according to Mr. Master, and they are immersed in technology. Because of these factors, new software solutions introduced to sales teams at LogMeIn have to be intuitive, fresh and easily adoptable to fit quickly and efficiently with existing workflows and user habits. After comparing competitive platforms, Mr. Master said, “It was obvious from Allego’s interface that ‘they got it,’” referring to Allego’s instinctive, mobile-first interface. LogMeIn chose Allego as the platform to develop new hire onboarding due to, among other things, its ease of use, reporting capabilities and “consumer-like” UI. In fact, “An intuitive user interface is one of the reasons that LogMeIn users have been able to take advantage of advanced features within the platform so quickly,” says Mr. Master.

With Allego, global users are able to record video of themselves presenting their sales pitch to share with their peers or manager. The Allego platform also allows users to embed other materials, whether it be another video or presentation created outside of the platform, within the application.

What “Good Looks Like”

Prior to introducing Allego into the training process, some trainees would be apprehensive at initially performing live role plays in front of more senior staff. With the advent of Allego, users are able to practice at their leisure and record their presentation when they feel they are at their best. A key aspect of refining one’s pitch via Allego is the point-in-time feedback feature. Initially Mr. Master considered this a “nice to have” element, but it has quickly become a popular feature of the Allego implementation at LogMeIn. Mr. Master notes, “sales reps will put in a little extra time and effort when they know that their managers will be viewing the videos and contributing point-in-time feedback.” This is an aspect of training that was missing in the “analog” method.

Said Mr. Master, “By allowing people to practice and refine pitches via the videos they develop, coupled with the point-in-time feedback for further refinement, both new hires and seasoned sales professionals within LogMeIn can see what ‘good’ looks like.” Ultimately, this feedback has allowed for better collaboration on subject matter not only within the same office, but also across the organization internationally.

Best Practices

LogMeIn’s global, distributed sales organization was challenged in their ability to share ideas and best practices across the team. Using Allego, LogMeIn was able to identify the top sales performers and solicited those employees to create videos sharing their personal sales tips and best practices. Content was categorized by functional role, product line and organizational level. These videos were shared with all sales users.

The flexibility of the Allego platform has proven paramount to its use at LogMeIn. In some instances, Mr. Master would simply use his smartphone to record impromptu conversations “interview style” with content owners within the company. He was

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*Jonas Master
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also able to collect audio-only recordings from a variety of internal sources, whether they were product or functional related discussions or even live sales calls. The sales training team was then able to parse out the most useful elements of these resources and then add them to the appropriate categorical channels within Allego.

In reviewing analytics data, the sales training group has been able to discern assorted metrics on content including how many of the best practice videos have been viewed as well as how often. One new hire consumed 100% of the over 50 best practice videos without being prompted to.

Sales training has found the level of adoption positive. Feedback has highlighted that users are able to easily find content pertinent to their needs and that the quality of content is useful and interesting. Regular activity and speed of adoption by employees embracing the platform has been a testament to the ease of use and functionality of Allego. In fact, there are now new teams that are anxious to gain access to Allego.

Conclusion

Allego has improved the efficiency of LogMeIn's global sales training, onboarding and certification processes. Best practices and constructive feedback have been captured and recognized on a global scale, helping provide a consistency in delivery and messaging regardless of locale. Certification and onboarding have also become more manageable for internal teams and the organization has recognized savings of time and money.

Due to the success of the initial programs and the flexibility of the platform, LogMeIn is now using Allego for new product certification. "Allego proved itself to be a much more efficient and effective way to certify hundreds of salespeople simultaneously."

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About Allego

Allego provides an intuitive sales learning platform that boosts sales performance by harnessing the power of mobile devices to transform enablement and training through video content sharing. With Allego's mobile-first platform, organizations can create and curate the best content from the field and corporate office to better train and collaborate with sales teams, without the time and expense typically associated with in-field coaching or on-site training. Users can easily access relevant, quality content, anytime, anywhere, allowing them to capture their best ideas, master their pitch and accelerate their performance. Tens of thousands of global users across a range of industries have adopted Allego to improve sales success. Explore further at www.allego.com.