

## CASE STUDY

# EagleView Sees Sales Team Adoption Soar with Kompyte

 eagleview

Participants have been compensated for their participation in the creation of this case study. The opinions expressed here are their own.

## IN BRIEF

Eagleview already had a competitive intelligence platform, but it wasn't working.

There was little to no adoption by the team, Battlecards needed to be updated manually, and they were never able to get the Salesforce integration working. The burden of all-manual updates meant that Battlecards were often out of date, which reinforced the lack of adoption on the team.

After evaluating three potential solutions, EagleView chose Kompyte for the unlimited Battlecards, reasonable pricing, and the extensive automations. The setup process brought some unexpected benefits in the form of their dedicated customer success representative. And now, data research analyst Jenny Wu cannot get enough of the detailed reporting.

## ABOUT

EagleView is a leading provider of aerial imagery, property insights and software that transforms the way people work. EagleView holds more than 300 patents and owns a large geospatial data and imagery library encompassing 94 percent of the US population. EagleView provides highly accurate data, enabling customers in the government, construction, insurance and solar industries to make timely, informed and better decisions.

## THE CHALLENGE

Battlecards were outdated because updating required too much manual work. Salespeople weren't sharing their knowledge with the rest of the team, so success came down to the skill of each person, which was not sustainable or efficient.

They also needed separate repositories for Reports and Battlecards for their two main industries.

“

**(Success was) based on the salesperson's experience and knowledge personally, instead of having a resource that could aid them in the call, it fell upon the sales rep to do all the work themselves.”**

Jenny Wu, Data Research Analyst

Jenny Wu answers: [What was missing from sales enablement before Kompyte?](#)

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## THE SOLUTION

Kompyte, with its “automated elements” and a platform that “makes it easier in general to share the Battlecards with anybody.”

### **Automations Make Battlecard Updates Easy**

Maintaining updated Battlecards and reports takes just a couple of hours per week - a huge improvement over their previous solution.

“With Kompyte it's a lot easier because a lot of the fields are automated or things are tracked and can auto-populate.”

[Jenny shares what it's like to update Battlecards in Kompyte.](#)

### **Powerful Integrations with Existing Tools**

Embedded Battlecards make it easy for salespeople to access everything they need right in Salesforce and Highspot and for anyone to add new insights via Slack.

“My personal favorite is the Slack integration. It's very easy for me to share intel back and forth. Especially with sending insights, I have a competitive Intel Slack channel where people will send in things they've heard in the field, articles they see online, and then I will share Intel that I find as well.”

[Hear about some of EagleView's favorite Kompyte integrations.](#)

### **Unlimited Battlecards**

They're able to record and share insights even on competitors they're not tracking in Kompyte.

“It's been really useful that I can create Battlecards for all our manually tracked competitors. So even the ones that don't have a big internet presence, we can still have cards and information for our reps, for any company. Regardless of whether or not it is tracked.”

[See how EagleView makes the most of unlimited Battlecards.](#)

### **Fast, Simple Setup and Onboarding**

The EagleView team was pleasantly surprised by how much support was provided during their approximately 3 weeks of onboarding. Their dedicated cs rep even conducted training sessions for both of their biggest industry teams. AND, their Salesforce integration was successfully implemented immediately.

“My experience with Kompyte definitely exceeded my expectations. It was a very, very smooth onboarding process from both Chris, our sales rep, and Kim, who was our account manager. She was great with training, communicating, helping us set up the account.... I wasn't expecting as much support from the Kompyte team in terms of setup and training.”


[Jenny shares more about their "surprising" experience with Kompyte setup and onboarding.](#)

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## Team-Based Battlecards and Reports

Now the commercial team sees ONLY the assets useful to them and the government team sees only what they need! Advanced security settings help keep sales reps focused.

Manage access and rights		Admins: You and 
TEAM	MEMBERS	ACCESS
All Company	<a href="#">98 members</a>	<input type="checkbox"/>
Commercial	<a href="#">48 members</a>	<input checked="" type="checkbox"/>
Government	<a href="#">54 members</a>	<input type="checkbox"/>
Solar	0 members	<input type="checkbox"/>

[Cancel](#) [Confirm](#)

EagleView uses Kompyte to provide teams access to only the resources they need.

## RESULTS

### 6,700 Battlecard views in the first 30 days.

Kompyte has picked up nearly 10 thousand competitor insights in the past 90 days. Adoption has soared as salespeople see the value in updated Kompyte Battlecards.

“There wasn't a lot of adoption at our old CI platform across the government team specifically ... In 30 days, we've had over 6,700 views on our Battlecards. That's not including me, not including Kim, and not including my manager. So just views from our team.”

[Watch the video.](#)

### Automations and ease of use means the Battlecards are up to date

EagleView can see what people are searching for and if they're not finding the information they want. Automated elements make updating easy.

“With Kompyte it's a lot easier because a lot of the fields are automated or things are tracked and can auto-populate basically.”

[Jenny answers the question, "What is it like to update Battlecards in Kompyte?"](#)

### EagleView Teams Have a Centralized Knowledge-Sharing System

Insights and learnings shared across the team. As a remote team, word of mouth doesn't happen without the help of technology. With easy integrations, the team contributes insights, allowing everyone access to the same deal-winning information.

“EagleView is mostly remote, so a lot of our teams are counting on some type of platform to put all our information on. It was really useful for Kompyte to have the Suggest feature and just being able to share Intel easily.”

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### Full Transparency Into Adoption

Since increasing adoption was an important goal for the new competitive intelligence program, EagleView appreciates the detailed usage reporting. Knowing which Battlecards are accessed more often lets them know where to concentrate their efforts.

Of her favorite report, Jenny says,

"I like how detailed that it is and that you can see literally anything you could want to know in terms of user information.

And it also helps me know which Battlecards people are viewing the most so that I can make sure that the information is relevant and up to date."

[Jenny shares how EagleView uses analytics in Kompyte.](#)

### GOING FORWARD

Encouraged by the adoption and buy in from the sales team, Jenny is looking forward to tracking the impact of using approved messaging on win/loss rates (updates to come!). They've already found more ways to use Battlecards which are not strictly related to competitive intelligence as well.

"I've had some requests for us to modify the Battlecard documents for other projects.

So that's been sort of cool. Specifically in sales. They've done different trainings with our integrations and we've been able to basically modify the Battlecards to be resources for those."

[Watch the video.](#)

**Link to all videos:**

See all the EagleView case study videos [here](#).

## See the Power of Competitive Intelligence Automation.

Get started with a tour of the Kompyte Platform.

[Get a demo](#)

