



HEADQUARTERS
Lorem Ipsum, ST

FOUNDED
2006

EMPLOYEES
5000+

INDUSTRY
Loremipsum

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TecEx Eliminates 40 Work Weeks of Wasted Rep Effort with Playbooks

The Background

TecEx is the global leader in importing technology equipment. They offer record and customs compliance services that give clients a hassle free, cost-effect pathway to navigate cross border transactions.

They have 70 BDR's globally responsible for engaging new new prospects and building qualified pipeline.

The Problem

BDRs used to waste valuable selling time on manual administrative tasks and in working outside the CRM. System and process limitations created behaviors that corrupted CRM data integrity and made it difficult for leaders to measure performance.

The Objective

Improve prospecting performance and sales effectiveness by maturing from unmeasurable, random acts of selling to a guided and structured machine with better consistency and insights.

The Solution

They kicked off a change management initiative to establish a foundation for scaling the business. In planning, they did the heavy lifting of building over 100 sales workflows, or Plays, each with a variety of rules for automating tasks, triggering actions and capturing data. They rolled out Playbooks regionally across all 70 BDRs over an aggressive 2 month period, with both Operations and Sales leadership sponsoring the project, and adopted a managed reporting package in Salesforce fed by Playbooks.



“Playbooks has really added value with new reps. We see instantly whether they actually understand the industry we’re in. The insights and the structure have propelled us forward.”

Jacques Booyesen
Director of Sales Operations



“As a partner, XANT has helped us be more effective leaders, operators and sellers. On a product level, Playbooks has helped us improve the quality of our prospecting and given us a measurable lift in close rates.”

Mike Pepper
Director of Global Sales



The Numbers

14%
increase in hours spent prospecting

2170%
increase in outbound dials

1600
rep hours per month saved

100+
automated workflows created

The Results

They found immediate value in performance insights and in the the structure which Automation Robots gave to reps.

According to TecEx Sales Director Jacques Booyesen, Automation alone saved them one hour per day per rep, or 80 hours a month, equivalent to two additional full-time reps working for two weeks. They also gained rep capacity to respond more quickly to quality leads.

Teams now operate exclusively from their CRM + Playbooks instance, creating more accurate data insights in managed CRM reports for leaders, and improving the productivity and close effectiveness of reps.

TecEx Transformation

Before	After
✗ Emails not tracked effectively	✓ Full email visibility: sends, opens, replies, and bounces
✗ Poor integration with/adoption of SFDC	✓ Playbooks automatically updates SFDC
✗ Inconsistent reporting on activities	✓ Clear, frequent reporting
✗ Reliance on email as primary communication	✓ Outbound dials increased by 2170%
✗ Productivity too low	✓ Total activities increased 55%
✗ Excel is 'system of record'	✓ Playbooks drives SFDC as system of record

Want to see similar results in your organization?

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