



LOVE THE GAME



THE SALESSCREEN EFFECT

How SalesScreen helped USHA bring employee recognition to the big screen and increase sales 20%



Objectives

USHA is a health insurance agency with around 350+ agents operating out of North Texas. They were looking for a tool that could help make their current systems more efficient, more comprehensive, more competitive, and with better recognition for sellers. They also believed that sellers thrive off recognition, and was an important factor in determining a gamification vendor, plus, it was important to be able to easily track sales goals and progress across the team.



Challenges

The two major areas of concern for USHA were employee recognition and accountability. It was important to sales leaders that the team felt appreciated for their day-to-day activities and really felt company-wide recognition was key to getting people excited about doing their job. The second area was accountability - not having immediate transparency into what their reps were doing made managing the team, and company wide goals, incredibly difficult and time consuming.



Solutions

Prior to SalesScreen, USHA leaders were spending three to six hours a day manually calculating reports but with SalesScreen, everything is seamlessly integrated and easily visualized on television screens around the office. Company wide recognition has increased individual activity up to 50% and for some individuals 100% increase - this has grown overall sales by 20% for USHA. Not only have sales increased but SalesScreen also reinforces the positive culture at USHA, that attracts and retains top talent.



"[If we lost SalesScreen]...I would go call my boss and tell him to fix it...it's like the electricity is out - you don't care why its out you just want it fixed. SalesScreen has become so integrated with our culture, I couldn't take it away if I tried.

MICHAEL GIBSON

Field Sales Leader, USHA