



Boosting productivity and performance across teams with a play-to-win culture

About Auction.com

Since 2007, Auction.com has helped over 200,000+ residential and commercial owners sell properties, totaling in more than \$35 billion. Today, Auction.com is the nation's leading online real estate marketplace, revolutionizing real estate by being the only real estate platform that allows buyers, sellers, and real estate professionals to search, list, and transact properties completely online.

“ Hoopla keeps **key metrics top of mind** by bringing visibility to our Salesforce reports. ”

- Jeff Friedman,
Director of Sales



The Challenge

Auction.com recognizes the importance of driving customer satisfaction and delivering services at a high standard. Jeff Friedman, Director of Sales, understands achieving this begins with employee engagement and motivation. To continuously provide quality service, Jeff sought out an effective way to bring out the best in his team and drive them with public recognition and friendly competition.

The Sales team generally used Salesforce to retrieve stats and recognize progress, but from a reporting standpoint, this wasn't a practical solution for those who needed a quick update and were pinched on time. With offices across the country, Jeff knew it was important to keep sales teams from different offices up-to-date with the metrics that drive business and propel momentum forward.

To do this, Jeff needed two things:

- Automate data to refresh & display content in a way that's easy to access & digest
- Celebrate progress and wins the moment they are achieved

The Solution

Creating Comfort With Data

“My main reason for Hoopla was to give visibility to our Sales and Customer Care teams,” says Jeff. Since Hoopla was implemented, both the Sales and Customer Care teams keep metrics top of mind.

Hoopla translates stats and data into leaderboards that show only the metrics they wanted to track, making it their go-to source for progress updates. The team enjoys staying in the loop from a quick glance without digging through Salesforce reports. Having refreshed updates on key sales metrics gave them the data they needed to boost performance where it was needed, as well as more time back into their days.

Highlight And Celebrate Wins As They Happen

Before Hoopla, the sales team at Auction.com mapped their leaderboards and metrics onto whiteboards. As reps increase in each sales activity and compete one another for the top rankings of the day/week/quarter, it's easy to lose track of data and know who's really on top. To make things easier on his team, Jeff used Hoopla's Salesforce integration to feed data directly to the TV and showcase key metrics and progress in real time.

“Hoopla changed the atmosphere of our sales and customer service floors for the better,” says Jeff. The team creates newflash triggers for the different sales activities that they hit. “Everyone's watching the TV when the Breaking News alert comes on.” It becomes a moment of celebration and recognition, giving them a much needed pause to remember it's the small wins that make up the big ones.



“ With Hoopla, the distance between teams doesn't matter.

Now, everyone stays up-to-date with what's happening. ”

Transparency Across Teams

Jeff's team in Austin, Texas, has both Sales and Customer Care on one floor with TVs on both sides. In Irvine, however, these two teams are on different sides of the building. "The distance between teams doesn't matter because Hoopla displays the content necessary to stay up-to-date on all the metrics. Now everyone gets to see what's happening," notes Jeff.

In addition to metrics on leaderboards, Auction.com uses Hoopla to post announcements, photos from events in a collage, and product updates.



The Results

The Sales and Customer Care teams have become more competitive and efficient with their time by using metrics from Hoopla's leaderboards to tie back to revenue. By holding everyone accountable for their sales activities and progress, reps are more motivated to increase metrics and reach beyond their quotas.

As reps met their quotas for calls, meetings, and closing deals, the TV sounded with songs of celebration unique to each individual. It was clear that the instant, public recognition gave the team a morale booster and pushed goal-setting to new heights. A culture of celebration spurred, making each individual feel even more valued by their teams.

Although, only the Sales and Customer Care teams have implemented Hoopla, other departments are benefitting from it as well. Marketing, Finance, Product, and HR get updates on how the company is doing from a high-level standpoint without having to wait for quarterly meetings to be informed. It's become a much more open office with the visibility they've been looking for.

About Hoopla Software

Hoopla TV amplifies performance for businesses of all sizes through its live data fed broadcasts of company news, key milestones and accomplishments. Companies including LinkedIn, Marketo and New Relic use Hoopla to celebrate achievements and keep employees connected, engaged and motivated. Visit hoopla.net to learn more, or find us on Facebook at [facebook.com/hoopla](https://www.facebook.com/hoopla) and on Twitter at [@hooplasoftware](https://twitter.com/hooplasoftware).

