



klue +  ALVARIA™

Using Klue to Reframe, Reposition & Strengthen GTM

“ *After our merger, the team’s focus was on a major rebranding and consolidation effort. We were very busy.*

Klue gave us the means to save time on our competitive intel efforts while this was happening, and revamp our story to position Alvaria as a stronger player in the market.

Brett Brosseau

Vice President, Product Marketing @ Alvaria

Overview

Alvaria is the newly rebranded CX and workforce engagement management (WEM) platform, created through the merger of Aspect Software and Noble Systems in May 2021. **Alvaria is the global leader in enterprise-scale customer experience (CX) and workforce engagement management (WEM).**

Their suite of products include call center software, cloud contact center solutions, workforce optimization and customer service experience.

“ How do I quickly respond to Sales questions on Competitor X?

I jump into Klue, grab a link to a card, shoot them a link in email and **boom - it pops right open to the card showing them the answer. That's all they need!** I've got an instant library of Intel post-it notes.

Ryan Walsh
Product Marketing Specialist @ Alvaria



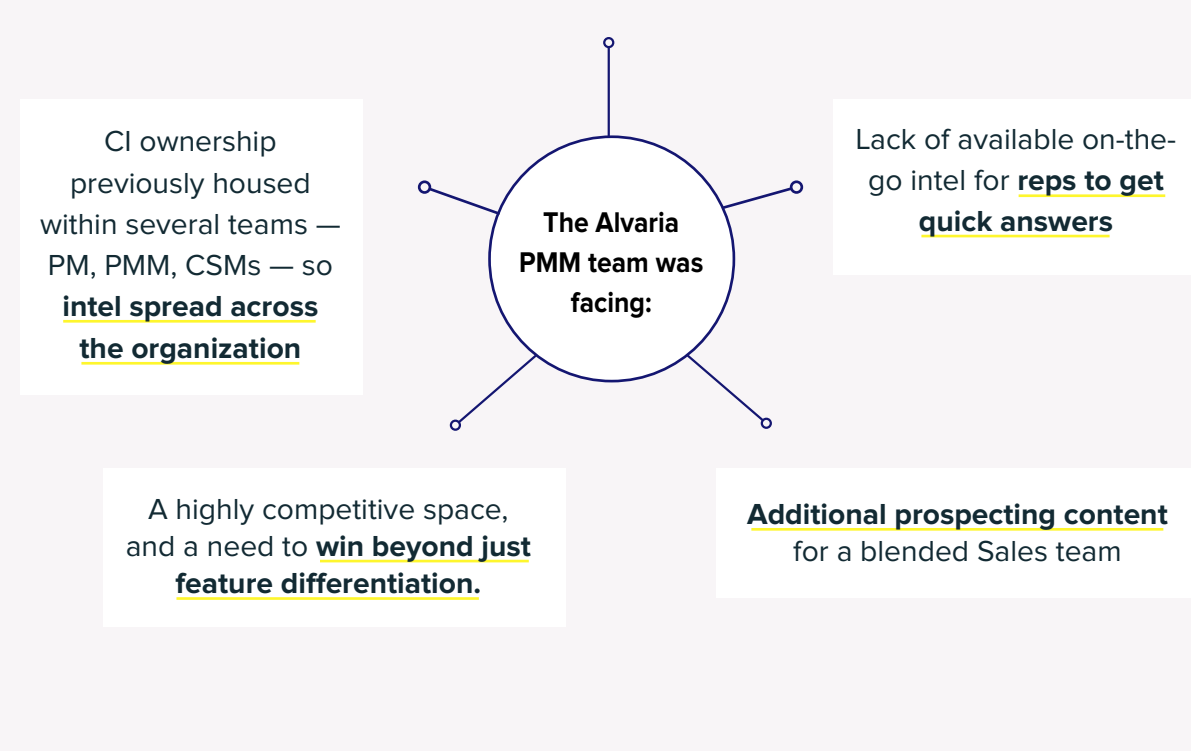
Situation

Alvaria lacked available on-the-go intel for reps to get quick answers!

Rebranding, Post Merger and a Need for More Intel

With the merger of Aspect and Noble, the marketing team had multiple high priority projects they had to quickly focus on — updated branding, marketing materials, messaging, training, competitive intel. What's more, ownership of competitive intel was moved to one centralized team so they could better enable and support the newly formed revenue teams.

The centralized PMM team was facing:

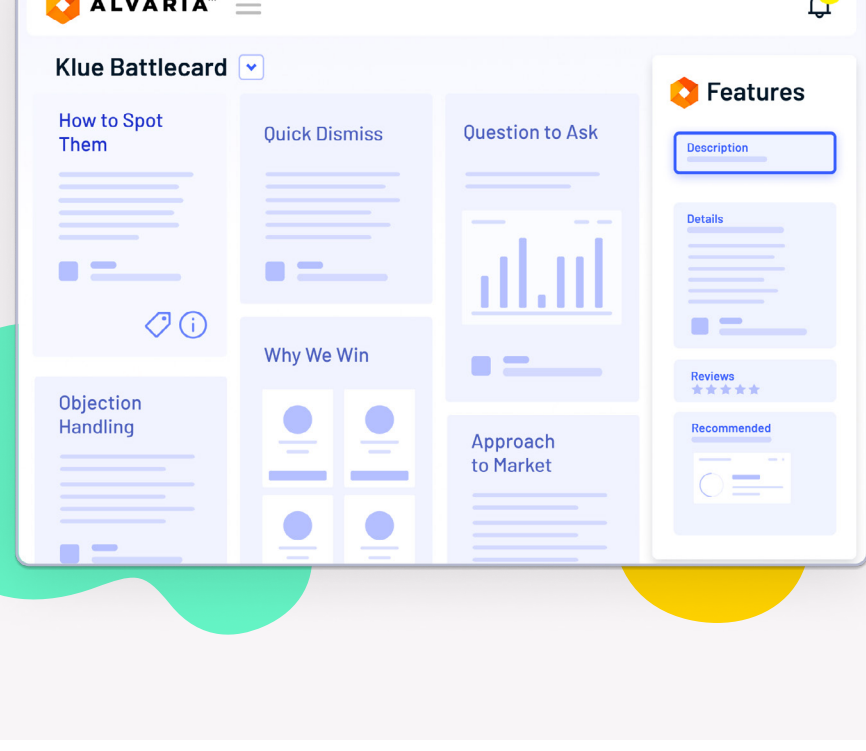


Created solution-based messaging that highlighted Alvaria's complete offering!

How Klue Helped

Alvaria + Klue = Defined Compete Strategy

Klue's Client Success team was sourced to help build competitive content and work with the Alvaria PMM team to define their compete strategy. This included crowdsourcing efforts to capture intel from multiple teams, finding new competitive positioning points, standardizing battlecard templates and sharing all of this with sales.



- 1 Klue Services and Alvaria PMM work together to build new intel on tiered competitors
- 2 Elevated messaging on the overall value of Alvaria, beyond just feature-function, is created
- 3 Standardized, best practice battlecard templates are set
- 4 Reps are given an 'on-the-go,' mobile-friendly option to find intel when they need it
- 5 Sales trust the intel and CI process

Solution Selling to Win

Working closely with Klue Services, the PMM team was able to create solution-based messaging that highlighted Alvaria's complete solution - from product features, services and support, to team members. This new go-to-market message was a key differentiator in their highly competitive space.

Through Klue's standardized cards, battlecard templates, and enlisting the help of Klue Services, the PMM team was able to quickly build standardized battlecards across all competitive tiers and better control the messaging.

Earning Sales Trust

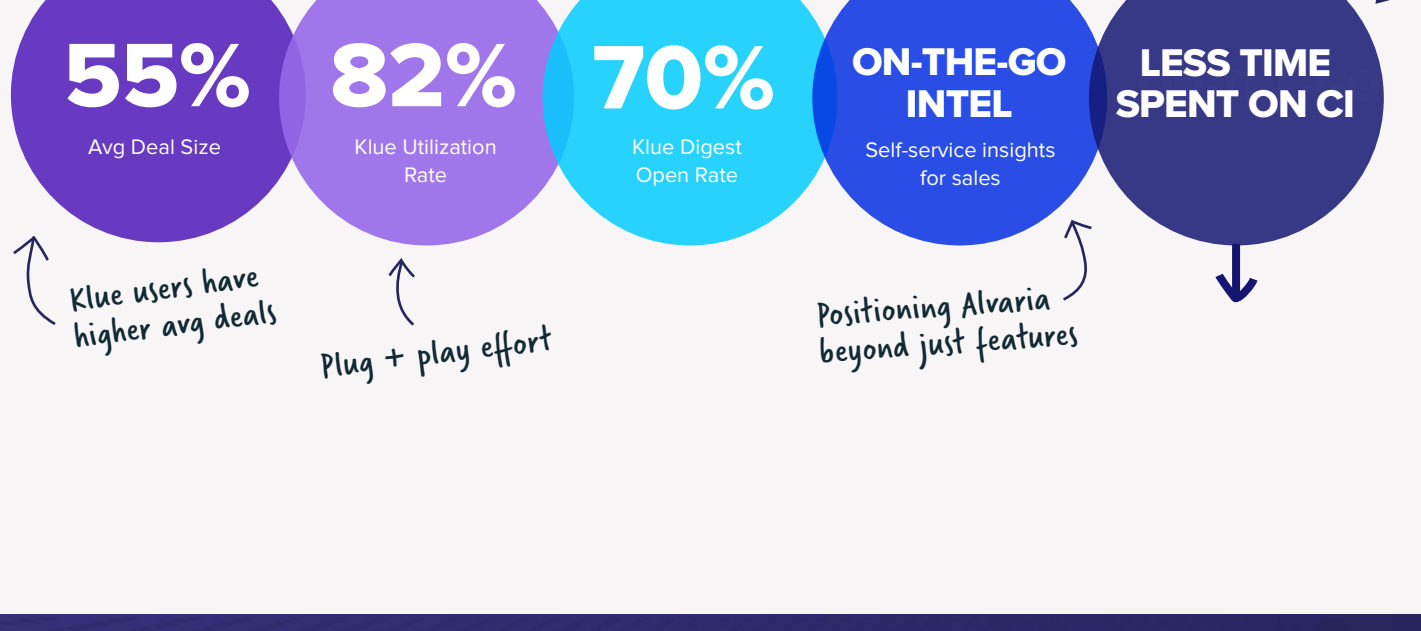
Providing a way for reps to get intel 'on-the-go' was an important requirement for the Marketing team. Using the Klue mobile app, this was made possible so sellers can easily find intel from anywhere.

Time stamps and 'who last updated' tags gave sellers confidence the intel was relevant for their deal cycles and was ok to send directly to prospects.

Results

Competitive Enablement Success

- 55% increase in the overall average deal size by reps who use Klue
- 70% average open rate on weekly competitive news delivered through the Klue digest
- Self-serve, 'on the go' insights for reps to quickly find competitive positioning
- PMM time spent on CI is lower, so the team can pick up additional priorities



Arm your teams with the **right competitive intel**

[BOOK A DEMO](#)

What are you waiting for?