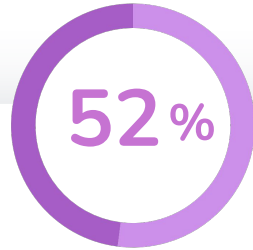# Spekit

The Cost of Going Remote on Employee Productivity and Revenue

Economic Benchmarking Survey Results | October 2020

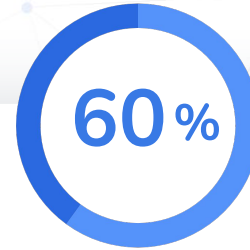Conducted in conjunction with the Revenue Collective

We now live in a digital-only world

52 %

of respondents use

6+

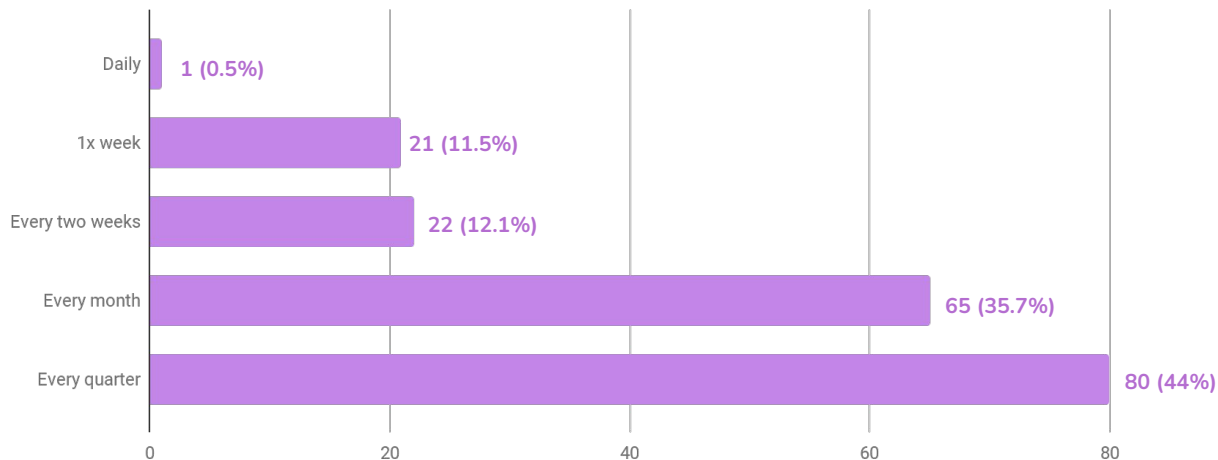applications daily

60 %

spend at least

$400

per employee/per month on these apps

This world is constantly evolving...

How often do you change or update processes across your tools (new fields in Salesforce, new Outreach process, etc)
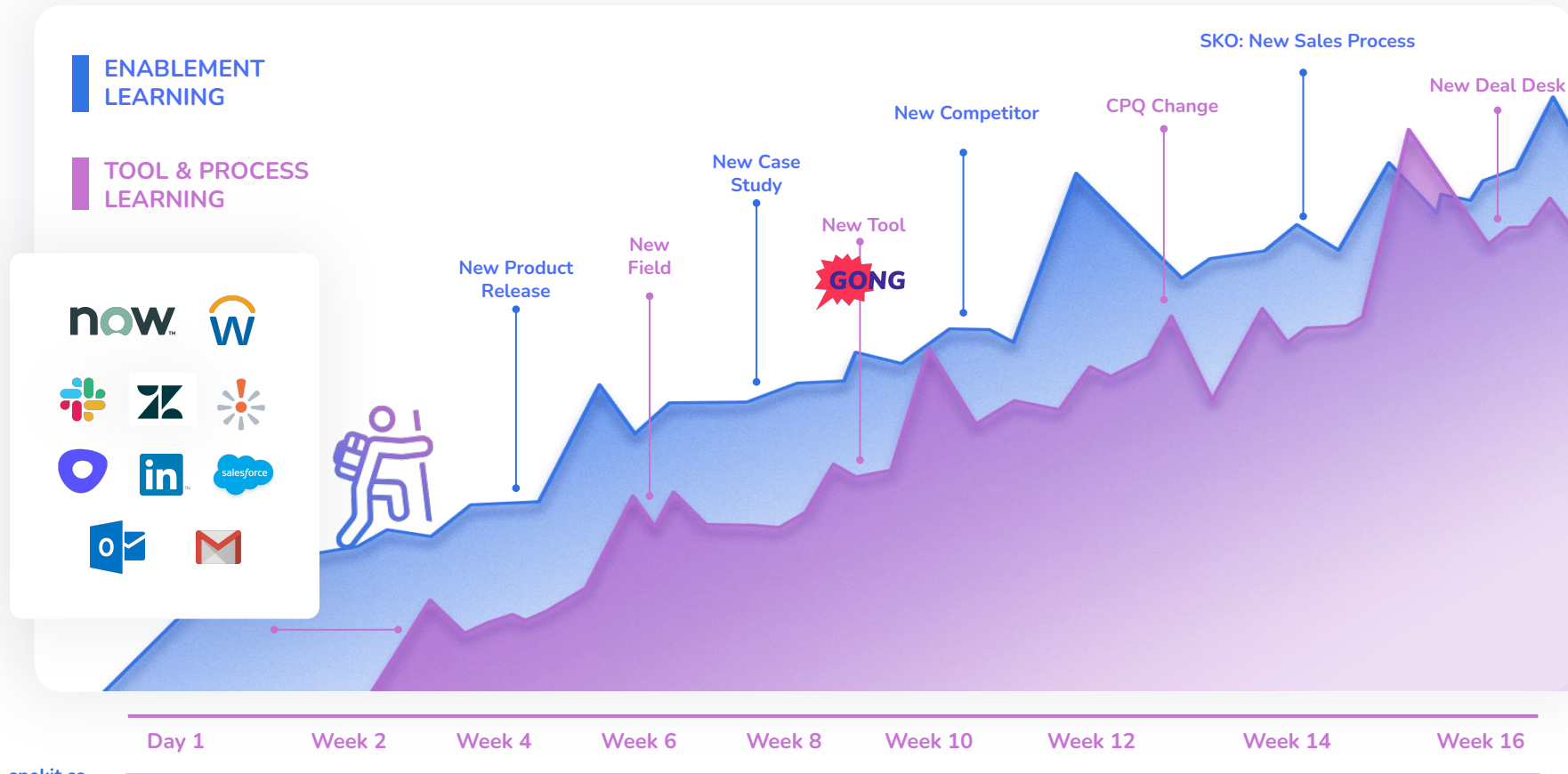
182 Responses

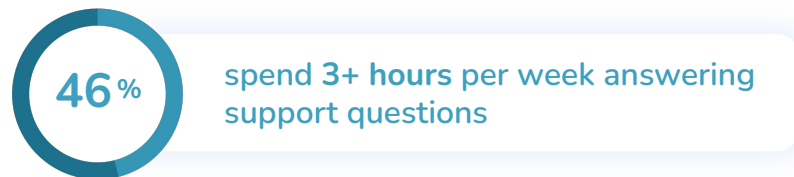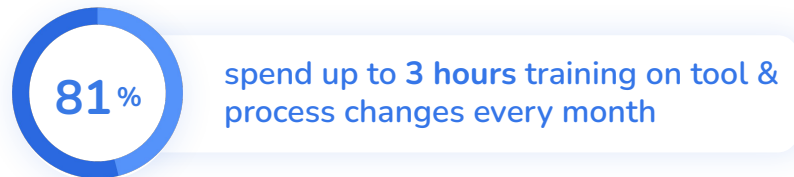|	
Daily	1 (0.5%)
1x week	21 (11.5%)
Every two weeks	22 (12.1%)
Every month	65 (35.7%)
Every quarter	80 (44%)

44%

change or update tool processes at least **every two weeks**

35% are updating processes monthly, 44% are updating processes every quarter

It places unprecedented demands on learning & productivity

ENABLEMENT LEARNING

TOOL & PROCESS LEARNING

New Product Release

New Field

New Case Study

New Tool

GONG

New Competitor

CPQ Change

SKO: New Sales Process

New Deal Desk

Day 1 Week 2 Week 4 Week 6 Week 8 Week 10 Week 12 Week 14 Week 16

More change leads to more time spent training and more support for enablement teams & managers

81 % spend up to **3 hours** training on tool & process changes every month

28 % spend **3-5 hours** training on new enablement resources every month

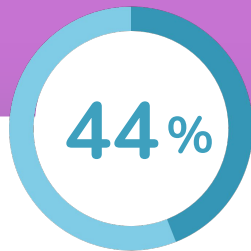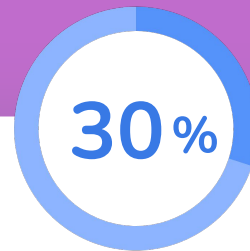**46 %** spend **3+ hours** per week answering support questions

spekit.co

5

And, employees are struggling to keep to up

1 hr

71% of respondents said their employees spend 1 hr per day looking for answers
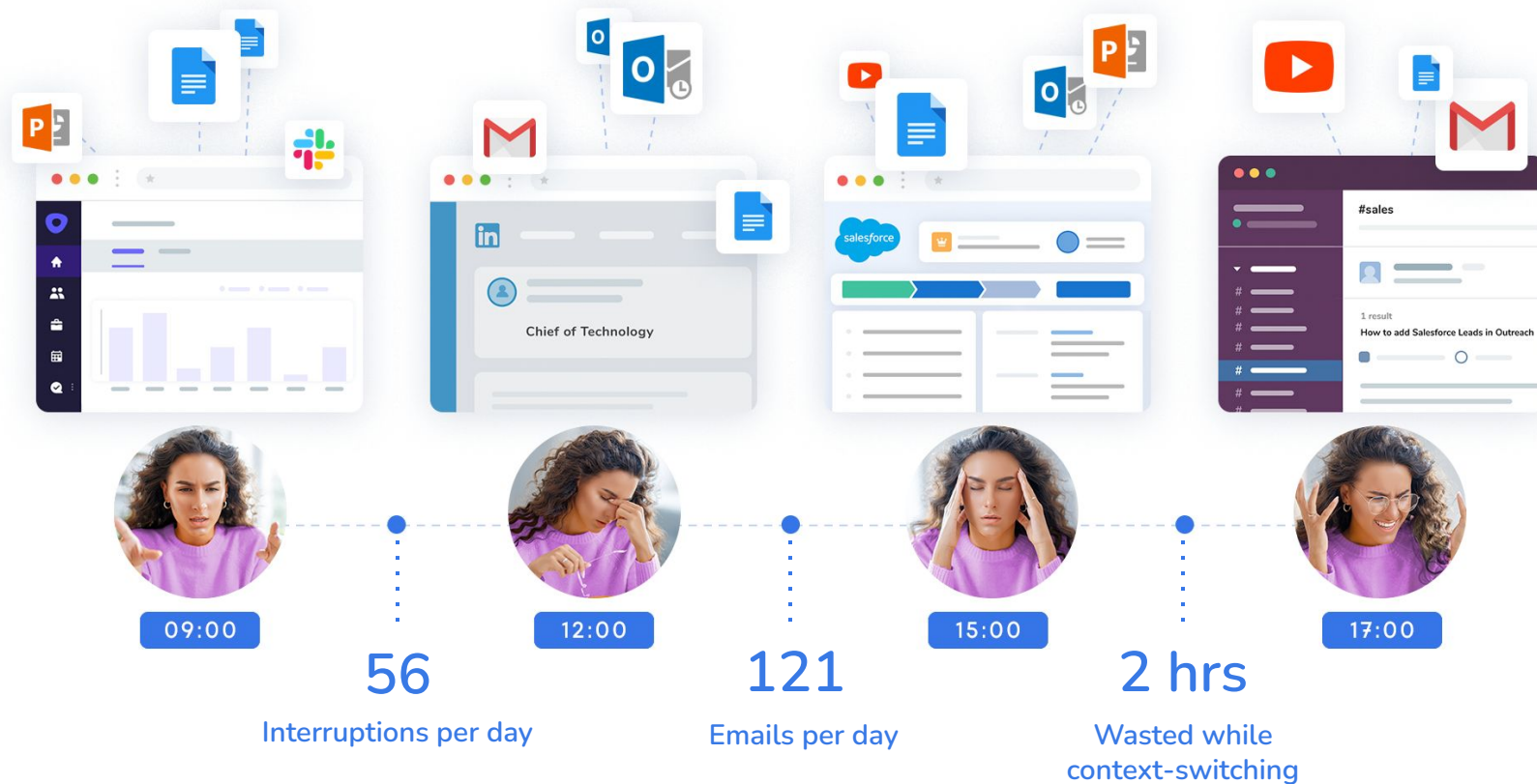
44%

of questions come up due to a lack of understanding on processes

30%

of questions come up due to confusion from frequent changes

The result? Chaos, frustration, lost deals and lost productivity

09:00

12:00

15:00

17:00

56
Interruptions per day

121
Emails per day

2 hrs
Wasted while
context-switching

Shifting to remote work only exacerbated this problem

88% of employees are now **waiting for responses to questions** on Slack

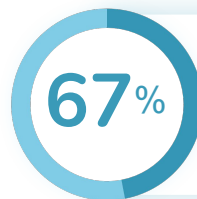**41%** indicated a **higher gap in knowledge retention** since moving to remote

37% said there is **decreased productivity** without being able to turn to a coworker for answers
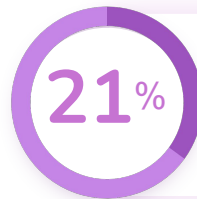
35% believe there is a **longer ramp time** for new hires while remote

Teams are relying on webinars and emails to communicate changes - both of which suffer from low retention rates:

67% Use webinars

21% Use emails

We're just starting to recognize the very real business impact

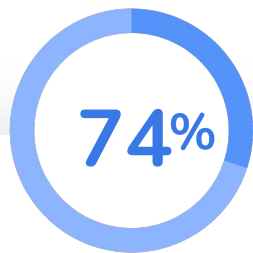**33%** said it slows their ability to grow across the org

29% said the longer it takes to train, the longer it takes to earn

24% believe frustration coming from employees is impacting their ability to learn new things
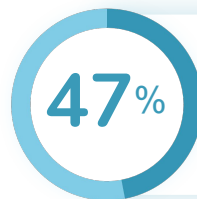
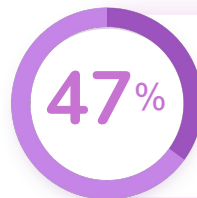# With the highest barrier to maintaining remote productivity being morale

74%

Are struggling to
keep up morale

The best companies have reinvented the way they enable their team in this digital age to make them more self-sufficient

They looked at what was impacting their team's ability to put training into practice...

47% lack of reinforcement after training

47% too much information shared at once

And, the most important characteristics of effective training...

70%

reinforcement of knowledge and training

50%

accessibility of knowledge in an employee's workflow

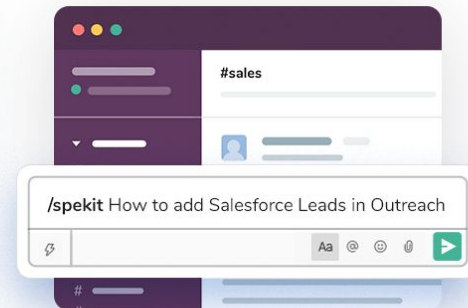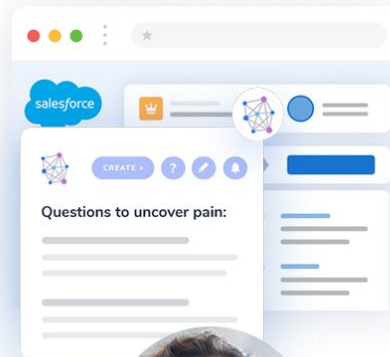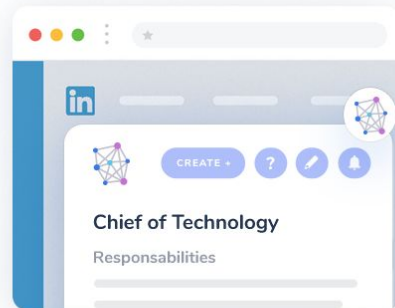# And found a better way to drive remote productivity....
digital enablement

Real-time training, resources and updates...reinforced in every workflow

Playbooks in email

Messaging in Linkedin

Sales methodology in Salesforce

FAQ in Slack

09:00

12:00

15:00

17:00

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16
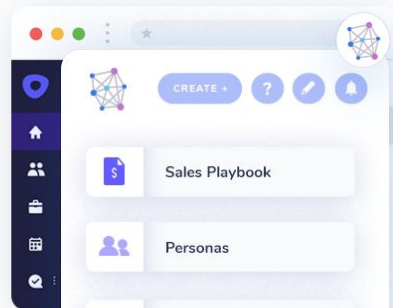
In-app digital enablement powers training, onboarding, remote learning

80 %

Faster Salesforce Onboarding

Went from 7 hrs to 1 hr of training

Wolters Kluwer

50 %

Less Time Communicating New Initiatives

Went 100% remote during COVID

Southwest

40 %

Less Support Tickets

Used Spekit to migrate to Lightning

HOBSONS

Our Simple yet Spektacular approach takes minutes, not months

Easiest To Use SPRING 2020

1.5
minutes
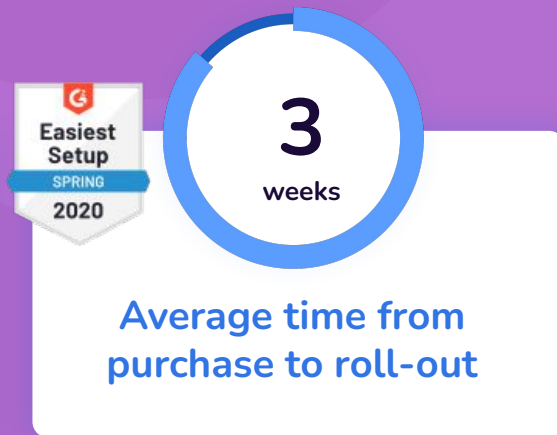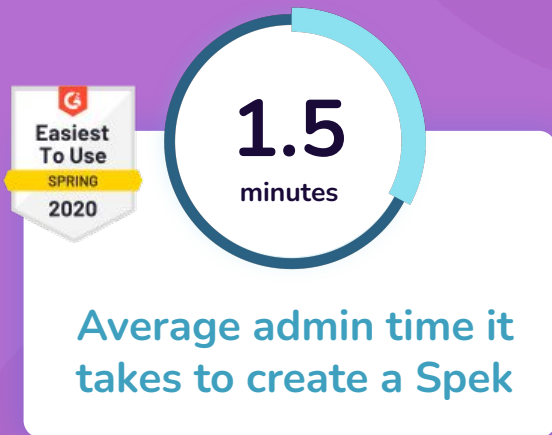
Average admin time it takes to create a Spek

Easiest Setup SPRING 2020

3
weeks

Average time from purchase to roll-out

Best Support SPRING 2020

6
hours

Weekly time saved by Enablement & Operations

"*The tool is very intuitive, user friendly and easy to set up! And from admin prospective easy to maintain.*

Brea Gardner
Salesforce Admin
Wedgewood Weddings

"*After rolling out Spekit to our 450 employees in 4 business days, I couldn't stop bragging about your seamless set up, "white glove" approach to Customer Service*

Daniel Ritch
Chief Information Officer
NorthMarq Capital

"*The Spekit team has been incredible in helping us chart a path from where we are to a fully deployed and adopted Salesforce implementation.*"

Chris Fees
Salesforce Admin
ScriptPro

The top-rated solution on AppExchange and G2

Multiple industry awards

salesforce appexchange ★★★★★

> " *I honestly have never seen a tool as quickly accepted and loved as Spekit was by our sales group – it was awesome.* The only feedback they gave us was "More!" and **"Why didn't we have this when I started?"**

Libby Maglio
Manager Organizational Health

Southwest

Top-Rated on G2 in Digital Adoption Category

10.0 — **EASY OF USE**
Digital Adoption Platform
Average: 9.2

9.9 — **QUALITY OF SUPPORT**
Digital Adoption Platform
Average: 9.5

9.5 — **EASE OF SETUP**
Digital Adoption Platform
Average: 8.8

| Easiest To Use | Best Support | Easiest Setup | Easiest Admin | Easiest To Do Business With |
| SPRING 2020 | SPRING 2020 | SPRING 2020 | SPRING 2020 | SPRING 2020 |

To learn more chat with us at spekit.com/demo!

Spekit