

XALT

# Sales Process Digitization

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AUTOMATION & DIGITIZATION FOR A CLIENT  
IN THE FINANCIAL INDUSTRY USING JIRA



XALT Business  
Consulting GmbH

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Tomannweg 3  
81673 München  
Germany

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# 01 The Problem

Sales, customer, and user acquisition processes are some of the most important aspects of growing an enterprise. A big part of being able to foster growth is to make sure potential new customers aren't missed.

Countless businesses around the world acquire new customers through their websites. Some even receive hundreds of millions of visitors per year. Their website is often the centerpiece of their digital ecosystem. The site is a massive business driver in terms of acquiring new customers and ensuring that customers are able to find the solutions they need quickly and easily.



## New Leads didn't get nurtured

New Leads didn't get nurtured after form submission on the website. There was no automated follow-up email sequence for new Leads. The sales team used to meet prospects in person for every demo, this resulted in a lot of travel time & cost and mediocre conversion rate.



## Response time was >48 hours

The sales process of the company is still largely manual and time-consuming, which means that our efficiency is low and the response time after a form submission is more than 48 hours. This doesn't only have an impact on the budget, but also on the reputation.



## Missing sales reports and data

The current state of the sales process was an ineffective way and suffered from a lack of data and reports. The sales process required a metrics driven approach to improve performance.





# HOW OUR CLIENT IMPROVED THE RESPONSE TIME BY 30% BY DIGITIZING AND AUTOMATING THEIR SALES PROCESS USING JIRA

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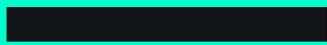
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# Rebuilding the Sales Process in Jira

# 02

## The Challenge



# Why digitize and automate a process?

Whenever a potential customer decides to get in contact with you, he has a few options to choose from. Either fill out a contact form on your website, call you directly or send you a message on social media.

At this point, everyone involved is happy and cheers joyfully for acquiring new prospects. But the real challenge starts here.

How do you make sure, that every new prospect is getting contacted or nurtured? How do you ensure that every new customer follows your sales process step by step and that every internal stakeholder is always aware of the prospects' current status?

**Traditional and analog processes** usually make it really challenging to track every project step. By **digitizing and automating your sales process**, your teams are able to track every step along the process and evaluate how individual business teams perform.

## The Requirements

Since most of our customers' teams were already using Jira to work on projects, they decided to digitize and automate their sales process using Jira from Atlassian.

Their sales and marketing team needed a flexible solution to allocate its sales and marketing teams according to the prospects' stage in the customer journey. Further, they wanted to make sure that every new lead is passed through each required step in their sales process.

Additionally, they needed to be able to track, measure, and analyze every step in the process and automatically generate performance reports.

## The Solution

Our solution consists of three incremental parts.

- Creating a new Jira project including a Kanban Board that imitates the process.
- Digitizing and automating the sales process in Jira following 6 steps.
- Setting up the Jira reporting function according to key performance indicators.

There is no need for an extensive sales team in our customers' sales process. Two project owners are responsible for handling the existing requests and making sure that none of them get lost. It's designed flexibly and openly and enables consultants to process requests on their own as needed.

## Key results:



### Lead response time

**10.8  
hours**

Reduced the initial response time by 43% to 10.8 hours.

### Conversion Rate

**10  
%**

Increased Conversion rate of qualified leads to win opportunity.

### Lead to Opportunity

**10:1  
ratio**

More leads were able to be moved on to a sales opportunity.

### Customer Satisfaction

**100  
%**

Customer Satisfaction doubled within 6 months.

# Tracking Data & Reporting with Jira

# Number of opportunities

The number of current, new or closed sales opportunities plays a decisive role in sales management. If you want to be able to optimize your sales metrics, you need to have a look at the number of your opportunities. The number of unqualified leads, e.g. contacts with no contact info, is an important metric in marketing. However, the number of qualified leads (opportunities) is important for sales.



In Jira, you are able to monitor the number of your sales opportunities. You can also add their potential purchase value or qualification to buy, to gain more insights. This gives you the possibility, to prioritize leads and identify bottlenecks in your sales process.

# Lead response time

The lead response time defines the timeslot between a customer's message and your response. This KPI is most often used in the first contact with a customer, however, you are able to implement it at any point in your sales process.

According to a study by Harvard University, the average response time of 2,000 interviewed companies was 42 hours. The study also shows that online leads go cold really fast. Companies that contacted potential customers within < 1h are seven times more likely to be able to convert the lead than companies that tried to contact even only an hour later.

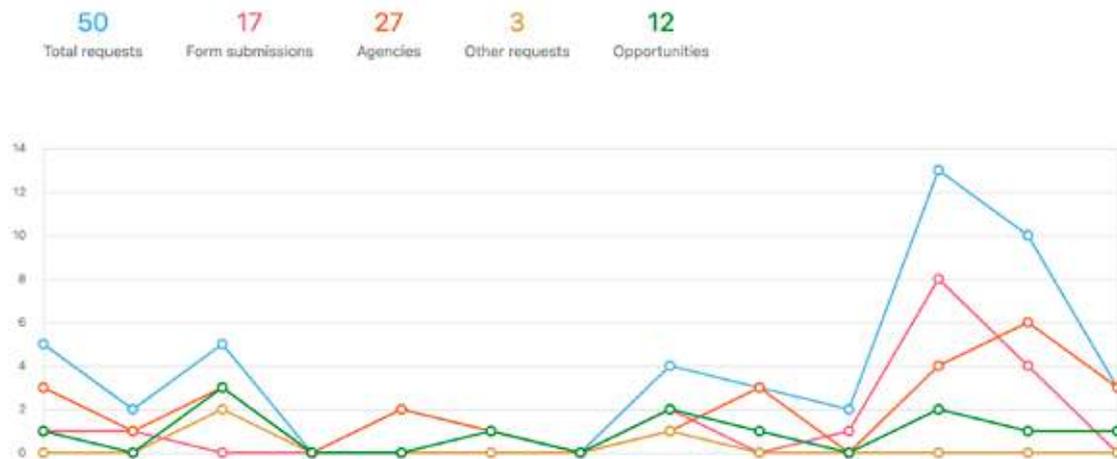
In our customers' sales process, we set an SLA of < 24h. If the SLA is breached, our sales manager receives a direct message and the contact is set to high priority. **After evaluating the SLA of the latest requests, we are at an average response time of 10.8 h and an SLA success rate of 78.2 %.**

# Lead conversion

## Lead to opportunity

The ratio of lead-to-opportunity represents how many of your leads are converted into real opportunities. This is one of the most important KPIs for our customer. By analyzing the KPI you can find out, where high-quality leads come from and analyze why certain leads converted into new customers and others didn't.

On the other hand, this metric gives you an understanding of how many leads you need to generate and qualify to meet your revenue goals. By establishing a baseline of the ratio of e.g. 10:1, you get can an overview of many leads you need to create to hit your desired growth and

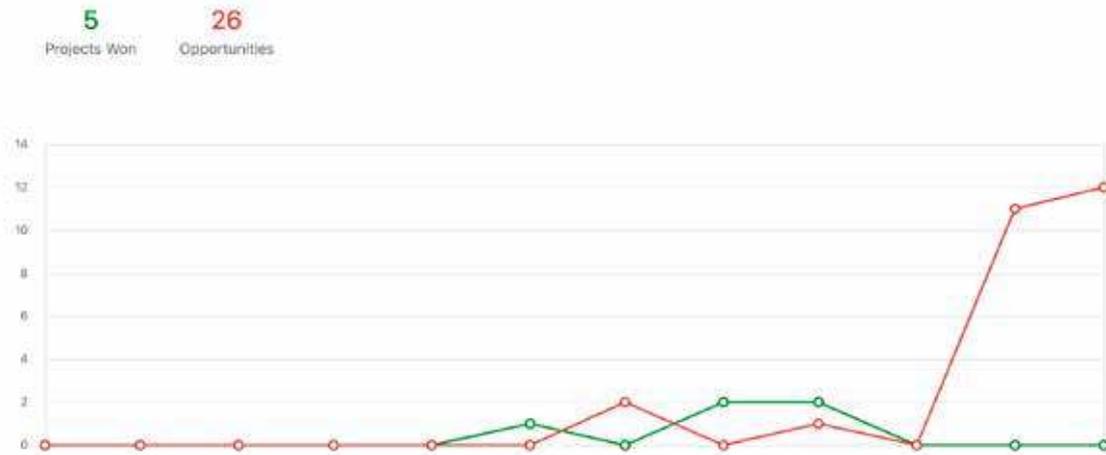


Studies reveal that on average 13% of leads are transformed into real opportunities. The lead-to-opportunity rate at our customer is 24% and above average. This converts to a ratio of around



# Opportunity to win

The opportunity-to-win ratio measures how many qualified leads resulted in a project win. You should take a look at your win rate and set a benchmark. We are working with a benchmark of closing 10% of your qualified leads to wins.



With this metric, you can view how effective your team is working in the later stage of your sales workflow, from the status sales qualified lead (SQL) to project won. Looking at the opportunity-to-win ratio also helps you to review the process and create adjustments.

## What to look out for

When making adjustments you should take the following topics into consideration: Do you have sufficient templates and presentations which can be used when working with potential new clients? Is every team member in your sales team aware of your communication techniques and the benefits you offer to win clients?

Consider that each different team member has different strengths. Some are great at communication with the customer but lack the skills to close and win the project. It's important to properly allocate your resources. Further, set up a communication channel and offer training or workshops to improve their skills.

## Conclusion: Data and reporting

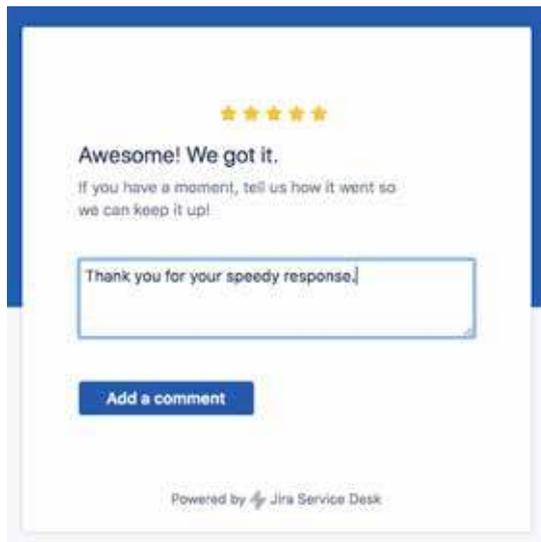
KPIs in the sales process can be divided into internal and external metrics. Internal metrics are, for example, the lead to opportunity rate or operational costs. External KPIs include, for example, customer satisfaction or the lead response time, as these have external effects and interact with the customer.

The following examples of internal and external metrics that can be measured with Jira will give you an idea of what other possibilities exist with Jira and how your sales process can be further improved.

# 04 Further Improvements

## Customer Satisfaction

Customer satisfaction (CSAT) can be measured using Jira. As a result, you can better understand customer needs and tailor your service according to feedback. Customer feedback can be gathered using the built-in mechanism. The feedback mechanism includes a workflow to obtain feedback on closed tickets, a visible satisfaction score, and the ability to create custom report tables based on satisfaction ratings.



The screenshot shows a customer satisfaction survey interface. At the top, there are five yellow stars. Below the stars, the text reads "Awesome! We got it." followed by "If you have a moment, tell us how it went so we can keep it up!". There is a text input field containing "Thank you for your speedy response." and a blue button labeled "Add a comment". At the bottom, it says "Powered by Jira Service Desk".

When enabled, after resolving an issue, customers will receive a notification with a satisfaction rating interface, as seen in the illustration above.

Managers are also able to view reports about the satisfaction ratings for the sales process. This feedback data should be used to identify weaknesses and strengths in the process. This helps to adjust the quality of service, motivate the team members on improving the satisfaction ratings and provide content for further training.

Customer satisfaction by agent



# Integration of Budget and Profit Margins

The most important internal KPI is the measurement of costs and revenue in the sales workflow. Your priorities should be to understand (1) what revenue you are creating with the sales process, (2) if this revenue is aligned with your forecasted revenue, and (3) what costs you have when operating the process.

To track this, we work with Tempo for Jira. With Tempo Timesheets - Jira Time Tracking we are able to track the hours worked for each lead until conversion. This data is then used to report and to analyze all applicable KPIs. The evaluation can be done via the Tempo Timesheet interface or more detailed and automatically with the Cost Tracker for Tempo Timesheets.

The following budget/profit metrics can be tracked:

- The average revenue per lead
- Customer acquisition costs

The average revenue-per-lead indicates the average revenue created from a successful lead conversion. By measuring this metric, the teams are able to prioritize and determine the value of each opportunity. This can be done by adding an additional field to your card layout in Jira, where a project budget can be added.



## Here's how we did it:

After a successful conversion, we created an epic with important customer data in the project/customer board. This epic contains information about current/future projects, budgets, and general customer information. This way, we are also able to measure the customer lifetime value. We also recommend taking a look at Tempo Budgets, which is a financial project management add-on for Jira. The add-on helps you manage your project's budgets and costs efficiently.

The customer-acquisition cost measures the costs which incur when working in your sales workflow to convert new customers. The costs are calculated from your sales and marketing costs as well as your team member's salaries and the hours booked on each lead. You can calculate the average cost by adding all your costs and dividing by the number of customers/projects you won. We recommend that you retrieve your acquisition cost in about 6 - 9 months after you won a new customer. Otherwise, you will use up a lot of internal resources before you receive regular revenue from projects.

The goal for you should be, to track and increase the average revenue per lead and the customer lifetime value, while simultaneously reducing the acquisition costs. This way you are able to maintain a profitable sales workflow



## A final word

Processes can be digitized and automatized for countless reasons, or business teams. But before you start, you should ask yourself: “What purpose and goal do I want to achieve?”

Getting this done beforehand simplifies the next steps and questions you need to answer. Questions like, what tools or software do we need? Do we need to hire new staff that manages the digitization, or are responsible for reaching the desired goals? How do I make sure that existing staff are able to use the new tools? Do I need to onboard them and hire an expert?

Going digital enables you not only to increase performance or to save money but ultimately will delight your customers (directly and indirectly) and thereby improve customer experience and happiness.

# 05 Contact

**Unlock the full potential of your teams by digitizing and automating your business processes**

Our consultant can help you get started. By using our best practises and expertise we enable all of our customers to increase performance and meet their business goals. No matter what requirements you have.

[Learn more](#)

**XALT**

### Contact us

xalt.de  
+4989416124240  
Tomannweg 3  
81673 München  
Germany