famly.

DEPLOYED TROOPS AS A SMART SALES ASSISTANT TO IMPROVE TEAM TRANSPARENCY AND DATA HYGIENE

T TROOPS

Because of Troops, Famly is **well positioned to scale** their sales team effectively

TAKEAWAYS

Famly, with a small but **growing sales team**, wanted to operationalize **good Salesforce hygiene** practices with **limited resources**

They brought in **Troops**, which helps management and the team **stay aligned on deal progression, bad data, & team activity**

As **key workflows** become **integrated into messaging** platforms, **Famly** is well positioned to scale their sales team effectively

INDUSTRY	LOCATION	TEAM SIZE
Nursery Management	Copenhagen, DK	20 - 50

Executing the same old Salesforce playbook was ineffective

For Famly, a software platform for nurseries and parents, the traditional method of a manager running around and pinging reps to update their deals was proving to be ineffective, time consuming, and costly.

Growing a small team quickly meant sales resources were tight. Often, teams see their Salesforce adoption and data cleanliness dip as they pursue a growing list of deals and try to move quickly to establish the business. Jonas Gundersen, Head of Sales, wanted to make sure this didn't happen with his team. He saw sales operations priorities falling by the wayside, and along with it sales performance. However, his team wasn't at a point where hiring a full time sales operations role made sense.

" **Troops is my helpful sales assistant, and I see it as the future of automating Salesforce.**

Jonas Gundersen, Head of Sales

Troops came in as an easy way to provide air cover

Jonas looked specifically for a **Slack app** to help since their company was dealing with such big users, and immediately bought into Troops for his team. With Troops, Family **set up key alerts direct to reps when they need to update their pipeline**, & **automated reporting** that pulled in a leaderboard of **daily team activity.**

The result? Greatly improved transparency and collaboration. "*My team and I talk more openly about pipelines and of course fixing bad data. That's something that wasn't happening when the data wasn't in Slack*", Jonas said. **Troops acts as a sales assistant for their team**, making sure key changes to the CRM are surfaced so the whole team is acutely aware of deal statuses and pipeline velocity. Salesforce updates are more frequent too, with Troops **providing air cover support during team check-ins**.

Reps bought into automated pipeline alerting

While reps were initially hesitant to adopt a tool they thought could be noisy, with a smart implementation they quickly learned to appreciate the help Troops provided on their pipelines. At this point, the entire team is bought into the change Troops represents.

In fact, Troops was the only tool that seemed to align with their vision for the future. "We looked at and I read about a bunch of other tools", Jonas said, "but they all seemed old in their vision and sales ops understanding despite being new to the market". As a Troops partner, Family is excited about unlocking additional workflows in Slack for their team - including key triggers on the entire opportunity lifecycle ending with the handoff to Customer Success. With a clear understanding of how sales workflows are shifting, they look forward to Troops continuing to play a central role in team accountability and sales efficiency.

> ⬡ **Troops** APP
> A demo was just booked for @owner!
> Update Family Task SubType to "Demo" and the demo is passed on.
>
> Family Task SubType: [Family Task SubType]
> Assigned To: Anders Laustsen
> Account: Snapdragons Nurseries Ltd
> Created By: Anders Laustsen
> Subject: [Autopilot] Visited
> https://famly.co/resources/how-to-hire-your-nursery-team/ page
> Start Date Time: Today
> Description: [Description]
>
> [Edit Field]

With Troops, Family is able to facilitate key team handoffs with an alert and action